



NEVADA COMPLETE COUNT COMMITTEE

NOTICE OF PUBLIC MEETING

Regular Meeting of the Complete Count Committee

Wednesday, June 26, 2019

MEETING LOCATION:

Guinn Room – Nevada State Capitol, 101 N Carson St 2nd Floor Carson City, NV 89701

9:00 A.M. – Commission Business

VIDEO CONFERENCE LOCATION:

Governor's Conference Room, Grant Sawyer Building, Suite 5100, 555 E Washington Ave, Las Vegas, NV 89101

TELECONFERENCE NUMBER:

(775) 687-0999

Code 47341

COMMISSIONERS

Chair Lt. Governor Kate Marshall, Secretary of State Barbara Cegavske, Senator James Settlemeyer, Assemblywoman Sandra Jauregui, Councilman Kristopher Dahir, Davis Gonzalez, Nicole Lamboley, Dagny Stapleton, Reverend Dr. Ralph E. Williamson, Emily Zamora

THIS MEETING IS IN COMPLIANCE WITH THE “NEVADA OPEN MEETING LAW” AND HAS BEEN PROPERLY NOTICED AND POSTED AT FOUR OR MORE OF THE FOLLOWING LOCATIONS:

1. Blasdel Building, 209 E. Musser Street, Carson City, NV 89701
2. Capitol Building, 101 North Carson Street, Carson City, NV 89701
3. Legislative Building, 401 N. Carson Street, Carson City, NV 89701
4. Nevada State Library & Archives, 100 North Stewart Street, Carson City, NV 89701
5. Grant Sawyer Building, Capitol Police, 555 E. Washington, Las Vegas, NV 89101

Also online at: notice.nv.gov and ltgov.nv.gov

STATEMENT OF THE COMMISSION

- Action may be taken on those items denoted “For Possible Action”.
- Items on this agenda may be taken in a different order than listed.
- Two or more agenda items may be combined for consideration.
- An item may be removed from this agenda or discussion relating to an item on this agenda may be delayed at any time.
- Public comment will be allowed at the beginning and at the end of the meeting. Because of time considerations, the period for public comment by each speaker may be limited to 3 minutes at the discretion of the chair, and speakers are urged to avoid repetition of comments made by previous speakers.
- No action may be taken on any matter brought up under public comment until that matter has been specifically included on an agenda as an item upon which action may be taken (NRS 241.020).
- Meetings are audio-recorded as part of the public record. Speakers are requested to identify themselves before speaking.

AGENDA

A. Opening

Call to Order and Confirmation of Proper Posting – Lt. Governor Kate Marshall
Roll Call and Determination of Quorum– Lt. Governor Kate Marshall

B. Public Comment

Public comment is welcomed by the Commission. A period of public comment will be allowed at the beginning and at the end of the meeting. Because of time considerations, the period for public comment by each speaker may be limited to three (3) minutes at the discretion of the Chair, and speakers are urged to avoid repetition of comments made by previous speakers.

C. For Discussion – Introduction of the Committee and Staff

D. Informational Item and Discussion – Presentation on Open Meeting Law, Senior Deputy Attorney General Sarah Bradley

E. For Discussion and Possible Action - Selection of Vice-Chair

F. Informational Item and Discussion – Presentation by the U.S. Census Bureau

1. Tim Huang
2. Kimberly Burgess

G. Informational Item and Discussion – Presentation by Jeff Hardcastle, State Demographer

H. Informational Item and Discussion – Preliminary Commission and Campaign Timeline

I. Informational Item and Discussion – Process and Structure of Sub-Committees

J. Informational Item and Discussion – Staff and Committee Comments

K. For Discussion and Possible Action – Upcoming Meetings

L. Public Comment

Public comment is welcomed by the Commission. A period of public comment will be allowed at the beginning and at the end of the meeting. Because of time considerations, the period for public comment by each speaker may be limited to three (3) minutes at the discretion of the Chair, and speakers are urged to avoid repetition of comments made by previous speakers.

M. Adjournment

Nevada State Complete Count Committee

**Kim Burgess
Partnership Specialist
U.S. Census Bureau
Los Angeles Regional Census Center**

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History of the Census

- **Mandated by Article 1, Section 2 of the U.S. Constitution**

- ❖ The Census has been taken every 10 years since 1790.
- ❖ Count includes the United States and its territories.

- **Confidentiality**

- ❖ Data is protected under Title 13 and Title 26 of the U.S. Code
- ❖ No information is released to any government agency or entity, including: FBI, IRS, ICE, Welfare Agency, etc.

Census Day April 1, 2020

Self Response Starts March 12, 2020

- Internet
- Phone
- Paper Form

(In-person interview during the NRFU (non-response follow-up operation))

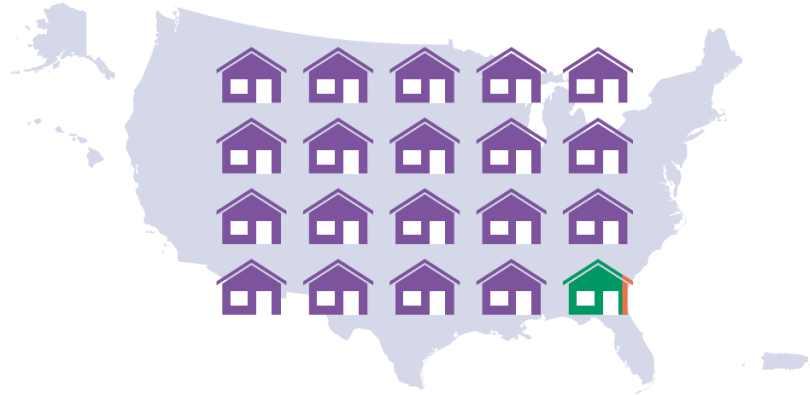
How the 2020 Census will invite everyone to respond





Every household will have the option of responding online, by mail, or by phone.

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.

 **95%** of households will receive their census invitation in the mail.



 **Almost 5%** of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).

 **Less than 1%** of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

Note: We have special procedures to count people who don't live in households, such as students living in university housing or people experiencing homelessness.

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Key Dates

Date	Operation	Activity
April 1, 2019	State Complete Count Committee formation	Governor Sisolak signed an Executive Order to establish the State Complete Count Committee and appointed Lt. Governor, Kate Marshall to chair the SCCC.
August 2019	Address Canvassing (AdCan)	Update the address frame and identify locations where people live or could live for selected areas.
March 2020	Update Leave (UL)	Update the address along with feature data, and leave a packet to encourage self response and a paper questionnaire.
March 2020	Service Based Enumeration (SBE)	Enumerate individuals receiving assistance at service based locations and people experiencing homelessness, living in transitory locations (such as recreation vehicle parks, campgrounds, marinas, tent cities, carnivals or hotels.)
March 2020	Group Quarters Enumeration (GQE)	Enumerate people living or staying in group quarters, such as correctional facilities, skilled nursing facilities, college residential halls, group homes, worker's dormitories
March 12, 2020	Self-Response Starts	Respondents may begin responding to the Census questionnaire.
April 1, 2020	Census Day	Census Day ("Call to Action")
April 2020	Early Non-Response Follow-up (NRFU)	Conducted in blocks surrounding colleges and universities where are likely to have moved out before regular NRFU begins.
May 2020- July 2020	Non-Response Follow-Up (NRFU)	Reach out to households who did not respond to the 2020 Census questionnaire.
December 31, 2020	Final Count Complete	Final count delivered to the President.

Overview of Complete Count Committees



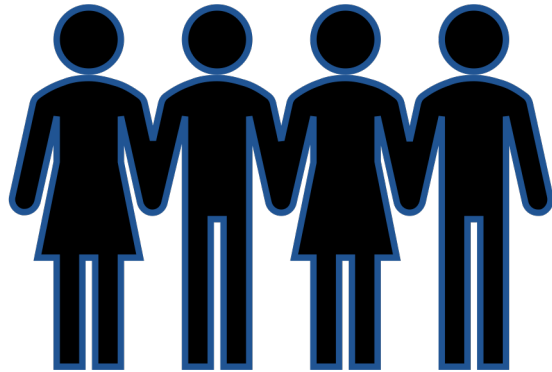
- A Complete Count Committee is a committee established by tribal, state and local governments, and community leaders or organizations.
- CCCs are “census ambassadors” that play an integral part in the 2020 Census.
- Exist to plan and implement locally-based outreach campaigns that raise awareness of the census and ultimately drive participation.

Structure of CCCs



- U.S. Census Bureau specialists serve as Advisors to CCCs
- Committee members are experts in the following areas:
 - ❖ Government
 - ❖ Workforce development
 - ❖ Community organizations
 - ❖ Business
 - ❖ Faith-based community
 - ❖ Education
 - ❖ Technology
 - ❖ Media
 - ❖ Other, based on needs of the community
- **These categories are also the recommended structure for subcommittees**

Government Subcommittee



Focus

- Represents tribal, state and local government in all programs between the Census Bureau and the local government, such as new construction programs
- Ensures that elected officials are aware of and are included in all committee activities

Composition

- Elected officials, city planners, demographers, cartographers and municipal employees

Recruitment Subcommittee



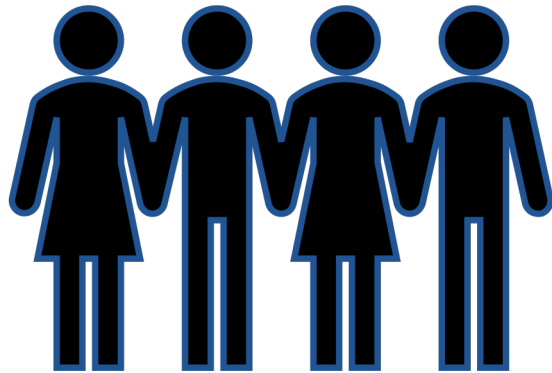
Focus

- Distributes recruiting materials and assists in securing donations for space to train employees
- Publicizes Census Bureau job openings using available resources, including job fairs and local events

Composition

- Staff from local job training agencies or organizations

Community-based Subcommittee



Focus

- Coordinates the building of coalitions with community organizations that serve the diverse populations of a community.

Composition

- Members from community and service based organizations and or advocacy groups.

Education Subcommittee



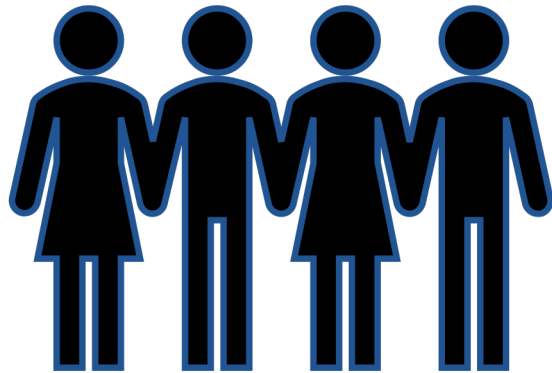
Focus

- Creates, facilitates, and coordinates census awareness activities among various educational levels
- Ensures the wide distribution and awareness of the Statistics in Schools program and materials
- Works with area colleges and universities to raise awareness of the census among students housed on and off campus
- Raises awareness through adult education and English Language Learner programs

Composition

- Educational leaders, superintendents, principals, school district administrators, charter school administrators, teachers, students and university housing coordinators

Faith-based Subcommittee



Focus

- Facilitates and coordinates census awareness activities between faith-based institutions and organizations, ministerial alliances and forums, and ecumenical councils across racial, cultural and ethnic divisions

Composition

- Faith-based leaders from denominations representing the community, ministerial alliances, ecumenical councils and seminary administrators

Media Subcommittee



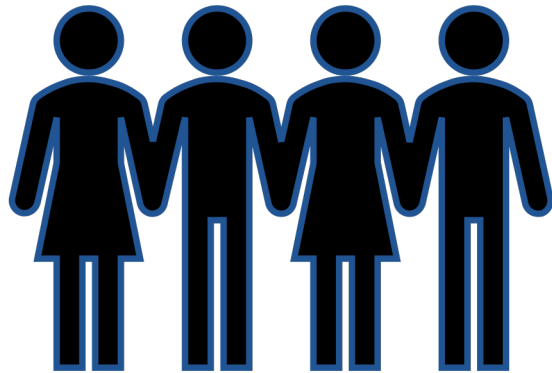
Focus

- Assist the CCC in communicating census message to ALL households
- Facilitates communication of CCC messages through multiple channels, such as multilingual media, local newsletters, electronic bulletin boards, bloggers, local websites, and any social media platforms.

Composition

- Local media representatives, communication directors, publishers and editors of neighborhood newspapers.

Business Subcommittee



Focus

- Coordinates and generates census awareness activities that involve businesses of all types and sizes

Composition

- Chambers of Commerce, business alliances, neighborhood business associations, franchise owners and operators, financial institution officers, owners of small community and utility company managers

CCC Planning



Overview

- Summary of the goals and objectives of the CCC and description of the community

Committee Structure

- Identify the name of the CCC
- Describe the structure of the committee
- Develop strategies for reaching their objectives

Timeline

- Develop broad timetable of events and activities with dates

CCC Planning



Reporting

- Include a report of subcommittee activities to the committee
- Modify future activities as needed based on feedback

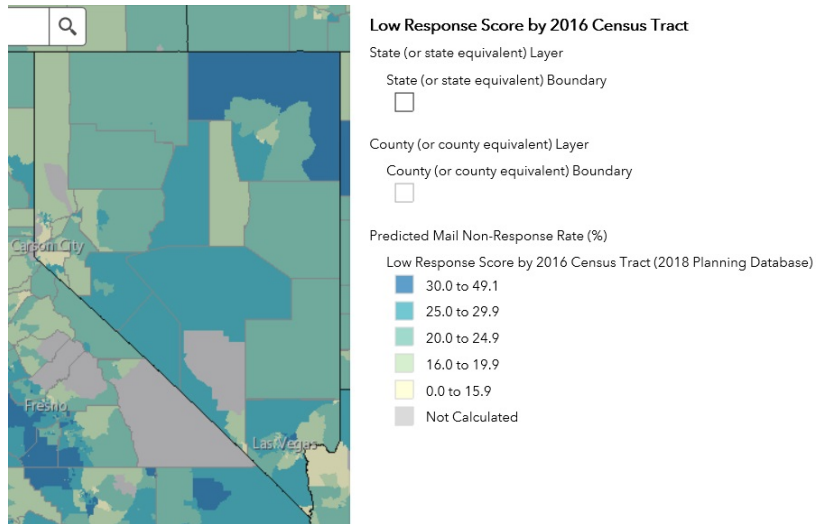
Thank you

- Include strategies for thanking committee members, the community and others who provide support

Final Report

- Prepare a final evaluation of your activities and successes to help the Census Bureau guide future committees

Response Outreach Area Mapper (ROAM)



Response Outreach Area Mapper (ROAM)

- Public mapping application that displays characteristics of hard-to-count areas from the PDB
- 2010-2014 ACS 5-year estimates
- Census tract level

<https://www.census.gov/roam>

Summary

- CCCs should be all-inclusive, addressing the various racial, ethnic, cultural and geographic considerations of the state and its communities
- Census Bureau staff serve as liaisons and information resources for CCCs at the state and local level
- CCC operations are governed by elected officials or community leaders
- The CCC Training Manual provides leaders and members information to form strong effective CCCs
- CCCs can develop strategies and activities that are focused and make the best use of available resources

Resource Links



- Website
www.2020census.gov
- Partner Resources
<https://2020census.gov/en/partners/promotional-materials.html>
- ROAM
www.census.gov/roam
- Recruiting
www.2020census.gov/jobs
1-855-562-2020

Thank You

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Kim Burgess

Partnership Specialist

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The 2020 Census and the Need for Innovative Outreach

June 26, 2019

Department of Taxation
Jeff Hardcastle, State Demographer

Demographer and Accomplishments:

28 Years Combined Local Government and State Government Experience

Decennial

- **2000 and 2010 LUCA**
- **2000 and 2010 Count Review**
 - **2000 – One of Only Five Corrections out of 4,809 Issues Nationwide**
 - **2010 – Participation lead to \$62 Million (2016 per capita Federal Funds) coming into the state**
- **Worked with the Census Bureau and local governments in promoting 2000 and 2010 Census**

On Going:

- **Chair of the Federal State Cooperative for Population Estimates**
- **Since January 2015 part of 2020 Census Working Group Sub-committee**

Publications:

- **Encyclopedia of the Census 2nd Edition**
 - **Enumerating Rural Areas w/ Robert Scardamalia**
 - **Rural Areas Paul R. Voss Revised By Jeff Hardcastle**
- **Member: Panel on Addressing Priority Technical Issues for the Next Decade of the American Community Survey; Committee on National Statistics**

What Will Be Covered

- **Why the Census matters to Nevada (what you may need to know to help promote it)**
- **Overview of Census Operations (things to think about for organizing and timing promotional efforts)**
- **Risks to the Census Count**
- **Where we stand in terms of activities (strengths and opportunities)**
- **Census Bureau and Other Supporting Resources (tools and resources)**

Why It Matters

- **Representation:**

- After Census 2000 Utah claimed it has lost a new congressional seat to North Carolina by 856 persons. (Utah, in Census War, Fights North Carolina for House Seat, NYT, 2/2/2001).

- **Federal Funds Allocation:**

- \$6.1 Billion or \$2,086 per person in FY 2016 is the amount that Nevada received from the 52 largest programs that distribute funds based on the decennial Census (Census) (Source: GWU, Counting for Dollars).
- In 2010, with Count Review - 13,000 housing units were added back in, or 1.1%. That equals \$62,580,000

- **Decision Making:**

- During the 2019 Session there were differing projections for school enrollment. They differed by between 500 and 3,000 pupils.

Why It Matters Continued

- **State Funds Allocation:**
 - \$1.9 Billion of 'Excess' CTX funds distributed between 1999 and 2011.
- **Knowing Our Selves –**
 - Kid's Count
 - Southern Nevada Strong
 - Family history/Genealogy
- **Part of our Civic Fabric – Article I, Section 2, Constitution of the United States**

Preparation for the Census has been ongoing:

Within your community:

Nationally or Regionally:

2017 and earlier

Establishing the list of addresses or locations where people might be residing.

Community partnerships to help promote the Census and hire workers.

Checking and verifying homes are not occupied if no form returned.

Quality Checks

Planning – including questionnaire design and testing of procedures

Establishing local census offices and hiring of enumerators and partnership specialists.

Mailing out forms.

Quality Checks

Announcing the results.

12/2020

Timing of Census Activities and Promotional Phases

Date(s)	Census Bureau Activities	
	National Promotional Activities	Instate Operational and Promotional Activities
1/2019 to 12/2019	<i>Strategic Early Education Campaign</i>	
1/7/2019		Recruiting begins for infield address canvassing
3/2019 to 8/2020 (likely)		Census Partnership Specialists Active In Nevada
8/2019 to 10/11/2019		In-field Address Canvassing
9/3/2019		Recruiting for peak operations continues
11/1/2019		National Advertising Campaign Launch
1/2020 to 2/2020	<i>Awareness Phase</i>	
Feb-20		Group Quarters Advance Contact
3/2020 to 4/2020	<i>Motivation Phase</i>	
4/1/2020		<i>Census Day – Nevada's 15th as a State</i>
3/12/2020 to 4/2020		Invitation to respond and follow up letters and forms – Up to five mailing depending on response – length between mailing ranges from 4 to 12 days
3/2020 to 4/2020		Update Leave of forms to non-city-style addresses
Apr-20		Group Quarters and Transitory Location Enumeration
5/2020 to 7/2020	<i>Reminder Phase</i>	
5/13/2020 to 7/31/2020		Non-response follow up (in person contacts)

Differences Between 2010 and 2020 Census

Census Barriers, Attitudes, and Motivators Study

Likely to Respond = 86%

Did without Non-Response Follow Up 76%

Nevada Specific Changes

Denver Regional Office

Partnership structure prior to 2010 and NV Familiarity

2010 Partnership structure –

Community

Government

Four local census offices

Three out of Clark County

One out of Washoe

National Operations

In-field Address Canvassing

GQ address listing

In-person supervision

Be Counted and Questionnaire Assistance Centers

Nevada Net Undercount = - 0.04%

Likely to Respond = 67%

This is the challenge

LA Office

Data Dissemination Specialists

2010 Partnership structure

Community

Two local census offices

Both out of Clark County

In-house address canvassing

National GQ lists

Remote Supervision

Possible mobile centers

Non-ID Administrative Record Reliance

The Decennial Census is part of a larger statistical system and is more than folks knocking on doors every 10 years. It is the foundation for:

- Annual population estimates - both by the Census Bureau and Nevada
- The American Community Survey released annually
 - Characteristics of the population such as income and education for small areas
 - Transportation planning
- The Current Population Survey - monthly
 - Various labor force measures
 - National and state information

Both the American Community Survey and Current Population Survey will be in-field during 2020 field operations.



Establishing the list of addresses or locations where people might be residing.

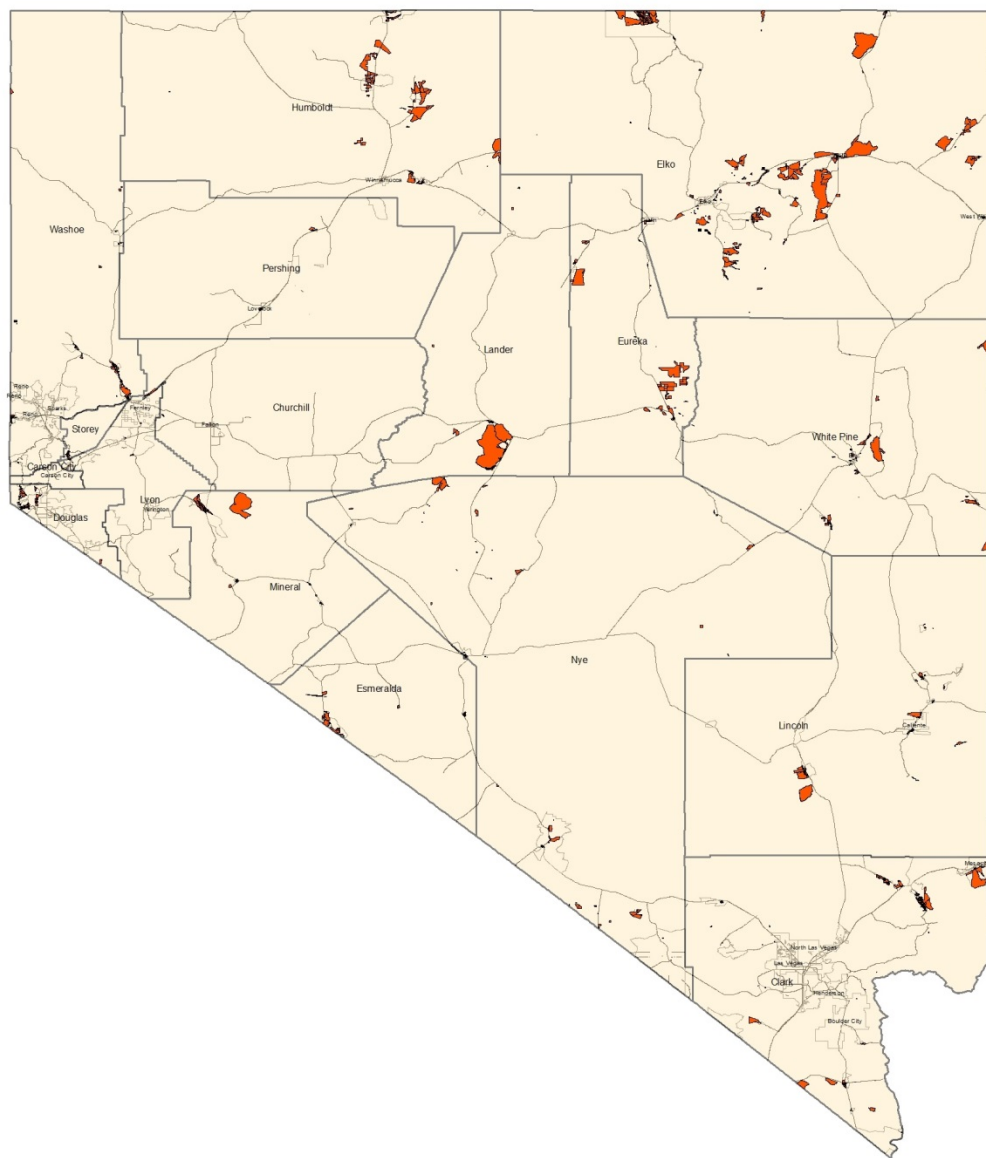


In 2010 and prior Censuses address lists were either developed and/or verified through in-field address canvassing.



Director Thompson observes in-office address canvassing at the National Processing Center. In-office address canvassing allows the Census Bureau to update its address list to ensure a complete and accurate census.

For 2020, that field work of checking addressing is being reduced and will be done largely through In-house Address Canvassing. There will be field work if there are questions.



Approximately 24,035 Nevada homes are in Update Leave and will not have forms mailed to them.

On a cumulative basis that equals \$92,124,018 a year in 2016 Federal Funds on a per capita basis!

Risks

- **Out of our hands**

- **Budget – the Census Bureau as have other Federal Agencies has been impacted by the sequester process over the years.**
- **Cypher-security**
- **Staffing**
- **Government Shutdown**

Risks

- **Mitigated or off-set by Complete Count Committee Efforts**
 - If residents are motivated and have the tools to respond:
 - Address listing
 - Staffing
 - Internet Access
 - Languages
 - Political Environment
 - Citizenship Question
 - Hard to Count Communities

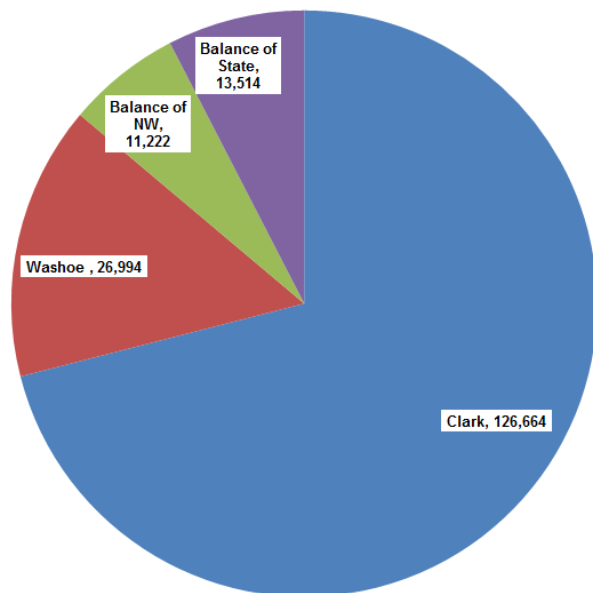


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2010**

IT'S IN OUR HANDS
WWW.CENSUS.GOV/2010CENSUS

Internet Access

2017 Estimate of Nevada Homes Without Internet Access



In terms of educational attainment, potentially 37% of our population persons would prefer to respond by paper.

In terms of age, potentially 42% of our population persons would prefer to respond by paper.

Statewide the 2017 Estimate is that 178,394 homes do not have access to the internet.

Languages

Major Nevada Language Categories By Total Speaking at Home and Speaking English Not Well or Not at All by Age From 2017 ACS

	5 to 17 years:	18 to 64 years:	65 years and over:	Total	Percent Of Total Not Speaking English Well
Speak Spanish:	136,292	403,255	35,679	575,226	
Speak English "not well" or "not at all"	5,325	116,197	15,916	137,438	82%
	4%	29%	45%	24%	
Speak other Indo-European languages:	5,784	45,753	13,638	65,175	
Speak English "not well" or "not at all"	329	3,641	1,843	5,813	3%
	6%	8%	14%	9%	
Speak Asian and Pacific Island languages:	13,632	114,285	30,195	158,112	
Speak English "not well" or "not at all"	591	14,880	6,864	22,335	13%
	4%	13%	23%	14%	
Speak other languages:	3,695	19,766	2,715	26,176	
Speak English "not well" or "not at all"	85	1,668	382	2,135	1%
	2%	8%	14%	8%	
Total Population	488,795	1,797,393	420,330	2,706,518	
Speak English "not well" or "not at all"	6,330	136,386	25,005	167,721	
	1%	8%	6%	6%	

Languages

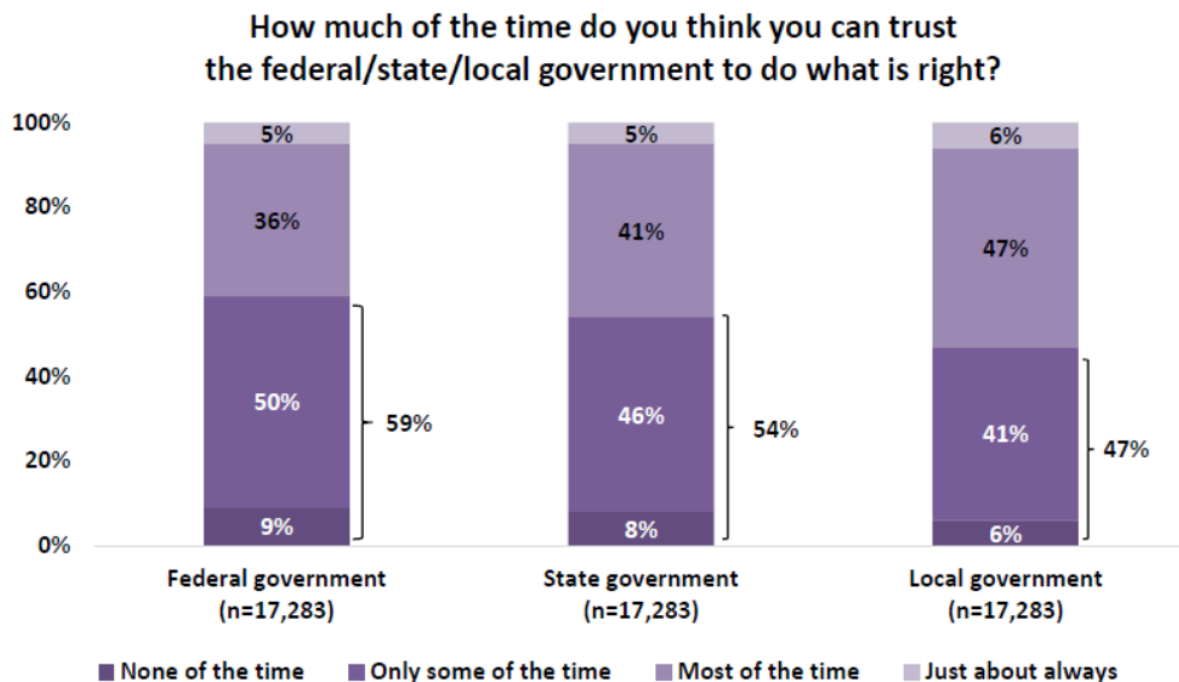
Detailed Languages Spoken at Home and Ability to Speak English for the Population 5 Years and Over for Clark County, NV: 2009-2013

Ranked By Languages Spoken at Home			Ranked By Speak English less than "Very Well"	
1	Spanish	418,475	Spanish	188,480
2	Tagalog	60,350	Tagalog	18,628
3	Chinese	15,495	Chinese	9,465
4	Korean	9,493	Korean	5,850
5	Vietnamese	7,518	Vietnamese	4,269
6	Amharic	6,965	Amharic	3,865
7	French	5,950	Thai	2,611
8	Arabic	5,586	Cantonese	2,445
9	German	5,405	Japanese	2,205
10	Japanese	5,122	Mandarin	2,020

Political Environment

Figure 30

Majorities did not trust federal and state governments to do what is right most of the time.



Source: 2020 CBAMS Public Use Microdata Sample

Notes: (1) Unweighted sample sizes are in parentheses.

(2) Appendix A reports the standard errors for all point estimates.

(3) All estimates reported in the bar were rounded to whole numbers so that the sum of estimates equals 100%.

Hard to Count Communities

Previous Target Demographics

- Veterans
- People with disabilities
- Farm workers
- Homeless
- Immigrants/Foreign Born
- Senior citizens
- Non-English speakers
- Children under five



This is neither a complete list nor is it Nevada state, county, city specific.

The ROAMS database is a tool to help to outreach to some but not all of of the potential hard to count groups.

Response Outreach Area Mapper

- Identifying areas where special outreach and promotion efforts could be considered.
- Linking spatial map data files to create thematic maps.
- Generating reports, cross tabulations, and simple analyses.
- Planning recruitment activities.

(Source: Response Outreach Area Mapper (ROAM) Frequently Asked Questions (FAQs))

Provides wide range of characteristics including:

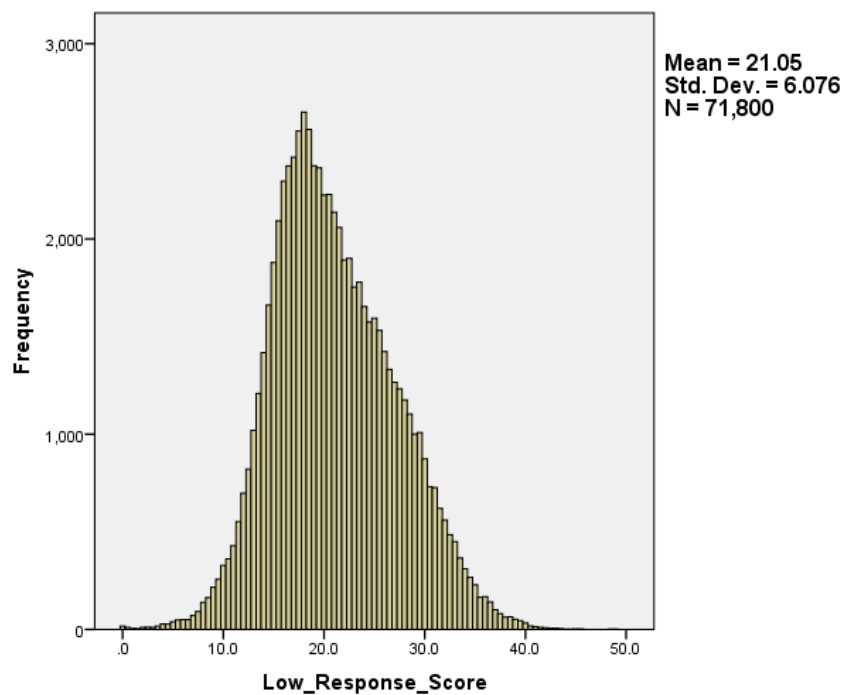
- Individual information such as age, race, ethnicity, employment status
- Household information such as owner/rent

Provides opportunities to look at:

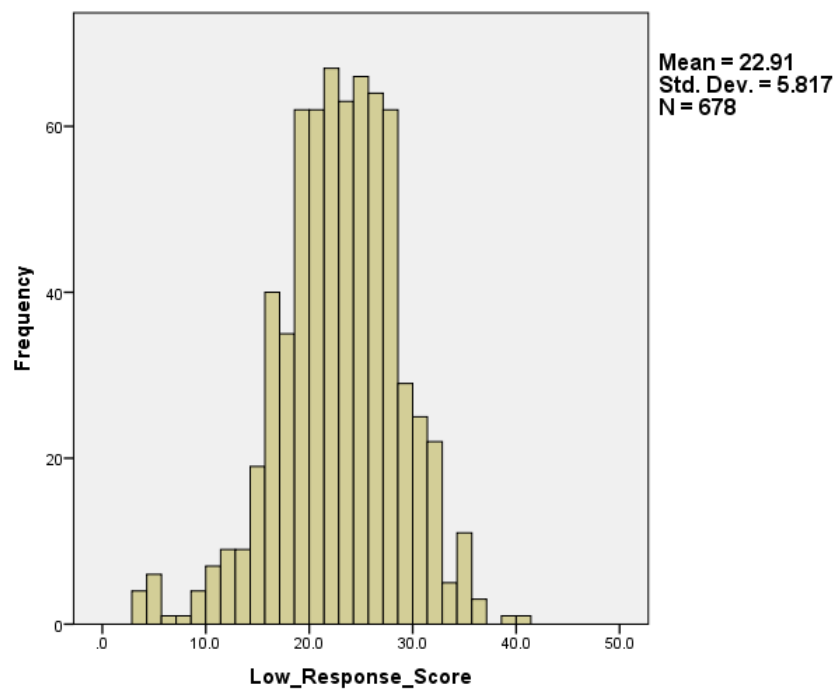
- Geographic clusters of census tracts
- Clusters of characteristics that occur across jurisdictions

Histogram Distributions of Low Response Scores

National Distribution



Nevada Distribution

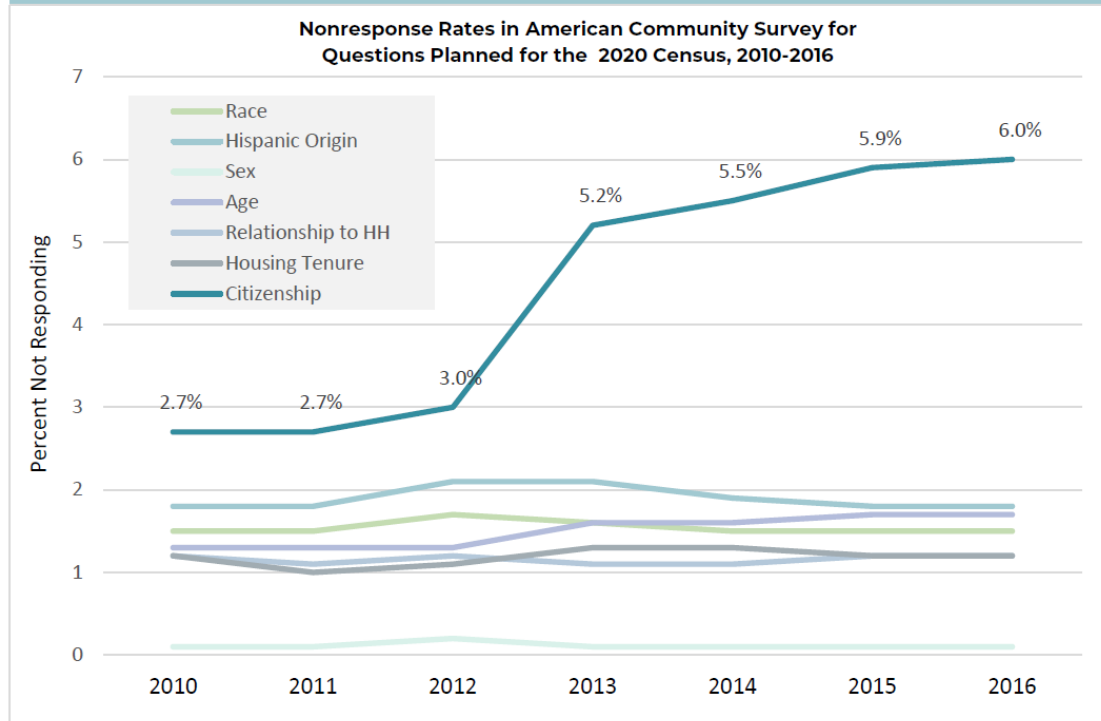


Citizenship

Two concepts:

- Item non-response
- Overall Impact

Figure 1. Nonresponse Rates for the Citizenship Question Have Increased Since 2010 while the Nonresponse Rates for Other Questions Have Remained Relatively Stable



Source: American Community Survey Item Allocation Rates. Available at <https://www.census.gov/acs/www/methodology/sample-size-and-data-quality/item-allocation-rates>.

Citizenship Overall Impact

Potential Undercount Scenerios fo Nevada

Urban Institute

LOW

Demographic changes alone could result in greater miscounts than in the 2010 Census.

23,900

0.76%

MEDIUM

Changes to the census process, in addition to demographic changes, could result in greater miscounts than in the low-risk scenario.

40,700

1.29%

HIGH

Lower-than-expected self-response rates, in addition to census process changes and demographic changes, could result in even greater miscounts than in the medium-risk scenario.

54,700

1.73%

Source: Urban Institute - 2020 Census Who's At Risk of Being Miscounted?

Shorenstein Center on Media, Politics and Public Policy for the Washington Post

Combination of Item Non-Reponses and Research by Shorenstein Center on Media, Politics and Public Policy

85,698

2.70%

Ted Mellnik and Kate Rabinowitz: Where a citizenship question could cause the census to miss millions of Hispanics; The Washington Post, June 6, 2019

Mis- and Disinformation In General

Mis- Trade-off in resources and out reach

- **Residence Rules – Usual Place of Residence**
- **“Once, Only Once, and In the Right Place”**
- **Snowbirds**
- **College students**
- **Daily/Weekly/Monthly Hotels and Motels**

Dis- Could drive down actual responses

- **Confusion – Did I get an actual Census form and reply?**
- **Impact of responding – Will my answers be used against me?**
- **Impact of not responding – What will happen if I don't respond?**

Strengths and Opportunities

LUCA – Local governments are being engaged

- **Facilitated Training of Local Government for the Local Update of Census Addresses Program (LUCA) in April 2017 and January 2018.**
- **Updates were submitted for 15 counties totaling for approximately 55,000 changes. Spot checked Esmeralda and Lander**

Financial Commitment:

- **Nevada has a history of funding promotion of the census**
 - **In 2000 Nevada allocated \$788,400**
 - **In 2010 Nevada allocated \$961,000**
 - **In 2020 \$5 Million**

Strengths and Opportunities

Most Importantly - You!

- **State Complete Count Committee (2010 Starting in September?)**
- **Complete Count Committees starting in:**
 - Clark
 - Washoe
- **Civic and non-profit organizations are becoming engaged early on**
- **State Data Center Program**

Resources

- **Census Documents (in addition to ROAMS)**
 - 2020 Census Barriers, Attitudes, and Motivators Study
 - 2020 Census Integrated Communications Plan
- **Other Sources:**
 - Counting For Dollars – GWU (Federal Funding)
 - Funders' Committee for Civic Participation (FCCP) (Tool Kits)
 - United Philanthropy Forum (Tool Kits)
 - The Census Project (News)
 - Nonprofit VOTE (Tool Kits)



In some ways we have been here before

The 2000 Census: Counting Under Adversity.

- **“The panel’s findings cover the planning process for 2000, which was marked by an atmosphere of intense controversy about the proposed role of statistical techniques in the census enumeration and possible adjustment for errors in counting the population. The report addresses the success and problems of major innovations in census operations, the completeness of population coverage in 2000, and the quality of both the basic demographic data collected from all census respondents ...”**

Source: National Research Council. 2004. The 2000 Census: Counting Under Adversity. Washington, DC: The National Academies Press. <https://doi.org/10.17226/10907>.

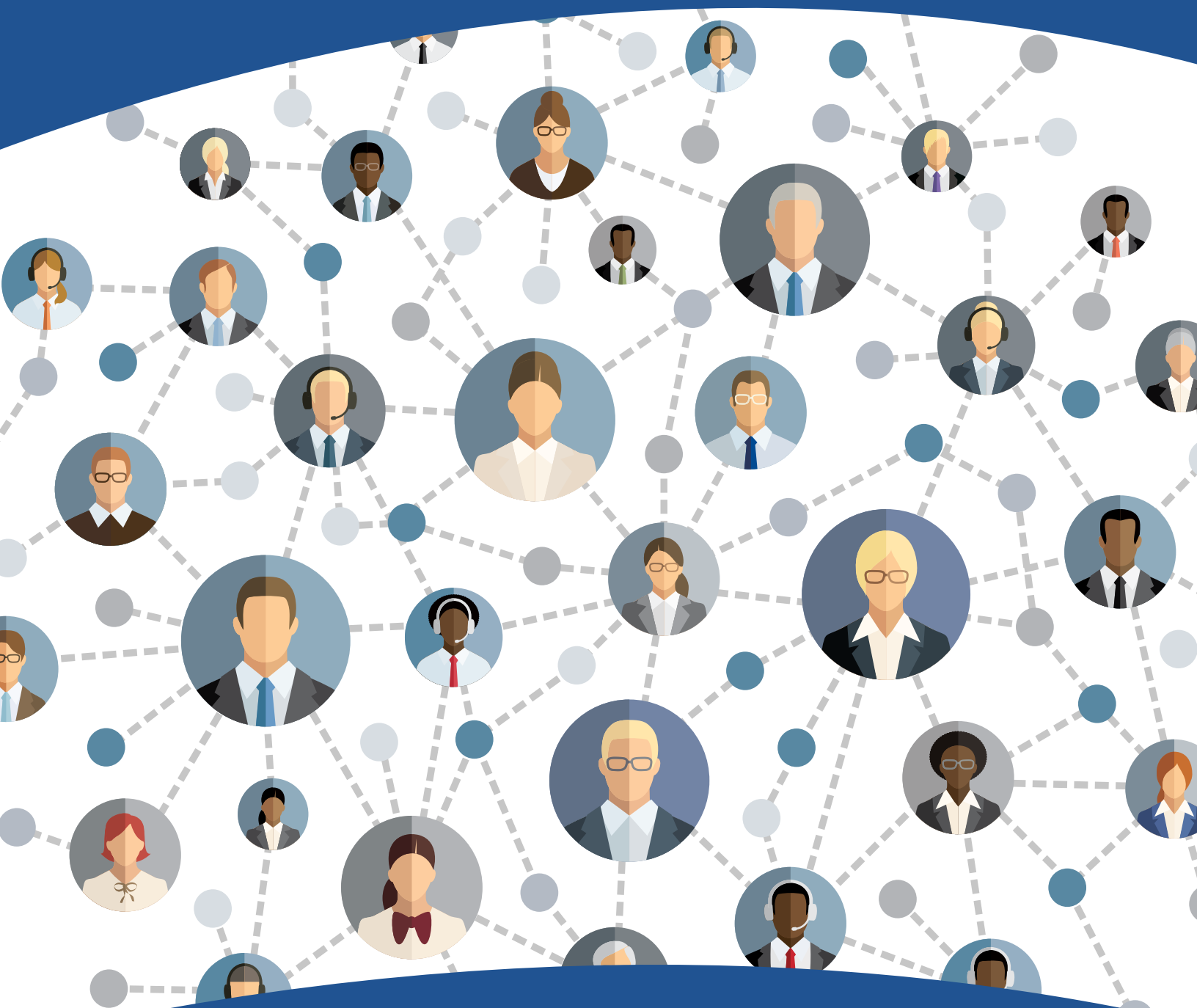
Questions?

**Jeff Hardcastle,
Nevada State Demographer
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2020 Census Complete Count Committee

Guide

D-1280(RV)



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WHY DO WE TAKE THE CENSUS?

The U.S. Constitution (Article I, Section 2) mandates a headcount every 10 years of everyone residing in the 50 states, Puerto Rico, and the Island Areas of the United States. This includes people of all ages, races, ethnic groups, citizens, and noncitizens. The first census was conducted in 1790 and one has been conducted every 10 years since then.

The population totals from the census determine the number of seats each state has in the House of Representatives. States also use the totals to redraw their legislative and school districts. The next census occurs in 2020.

The U.S. Census Bureau must submit state population totals to the President of the United States by December 31, 2020.

The population totals also affect funding in your community, and data collected in the census help decision makers know how your community is changing. Approximately \$675 billion in federal funding is distributed to communities each year.

Will the 2020 Census be the same as 2010?

There are some important changes in 2020:

- We are building a more accurate address list and automating our field operations—all while keeping your information confidential and safe.
- For the first time, you will be able to respond online, by phone, or by mail.
- We will use data that the public has already provided to cut down on in-person follow up visits to nonresponding households.



HOW ARE CENSUS DATA USED?

Census data are widely and wisely used.

Census data are used in many ways. Some examples include:

- Distribution of more than \$675 billion annually in federal funds back to tribal, state, and local governments.
- Redistricting of state legislative districts.
- Forecasting future transportation needs for all segments of the population.
- Determining areas eligible for housing assistance and rehabilitation loans.
- Assisting federal, tribal, state, and local governments in planning and implementing programs, services, and emergency response.
- Designing facilities for people with disabilities, the elderly, and children.



ARE CENSUS DATA REALLY CONFIDENTIAL?

ABSOLUTELY!

All responses to Census Bureau surveys and censuses are confidential and protected under Title 13 of the U.S. Code. Under this law, the Census Bureau is required to keep respondent information confidential. We will never share a respondent's personal information with immigration enforcement agencies, like ICE; law enforcement agencies, like the FBI or police; or allow it to be used to determine their eligibility for government benefits. The results from any census or survey are reported in statistical format only.

Individual records from the decennial censuses are, by law (Title 44, U.S. Code), confidential for 72 years.

In addition, under Title 13, U.S. Code, all Census Bureau employees swear a lifetime oath to protect respondent data. It is a felony for any Census Bureau employee to disclose any confidential census information during or after employment, and the penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of \$250,000.



WHAT ARE COMPLETE COUNT COMMITTEES?

Complete Count Committees

Complete Count Committees (CCC) are volunteer committees established by tribal, state, and local governments and community leaders or organizations to increase awareness and motivate residents to respond to the 2020 Census. CCCs serve as state and local “census ambassador” groups that play an integral part in ensuring a complete and accurate count of the community in the 2020 Census. Success of the census depends on community involvement at every level. The U.S. Census Bureau cannot conduct the 2020 Census alone.

There are three kinds of Complete Count Committees (other than the State Level CCC):

- Tribal.
- State and local government (regional, county, city, or town).
- Community.

A Complete Count Committee should be formed to:

- Increase the self-response rate for households responding online, by phone, or mailing back their questionnaire through a focused, structured, neighbor-to-neighbor program.
- Utilize the local knowledge, expertise, and influence of each Complete Count Committee member to design and implement a census awareness campaign targeted to the community.
- Bring together a cross section of community members whose focus is 2020 Census awareness.

Let's take a look at these and review the differences between the common types and sizes.

Tribal and Government Complete Count Committees

Complete Count Committees are usually formed by the highest elected official in that jurisdiction, such as a tribal leader, a mayor, county commissioner, or regional chairman. The highest elected official may appoint a chair of the CCC and may then appoint members of the community to serve as members of the CCC. Members appointed could be representative of a cross section of the community, be willing and able to serve until the census is over, and help implement a creative outreach campaign in areas that may pose a challenge in 2020. Members could include persons from the areas of education, media, business, religion, philanthropy, and community groups. Most local government CCCs are small to medium size, depending on the jurisdiction. A town may have a small committee with only 3–5 members, while a city may be medium to large size with anywhere from 10 to more than 100 members, depending the size of the city or tribe.

Since state, county, and regional CCCs cover a larger geography, they tend to be larger in size, with 20–50 members. The size and number of members depends on what works best for each jurisdiction and what will make the most effective and successful

committee. Mayors, county commissioners, and heads of regional boards understand the importance of getting a complete and accurate census count and how census data impact their communities. In previous censuses, the most productive government CCCs had a subcommittee structure. Examples of subcommittees and what they do are covered under “What Is the Subcommittee Structure of a CCC?”

Examples of Tribal and Government Complete Count Committee Strategies

Nationwide, there were over 10,000 Complete Count Committees formed with the Census Bureau during the 2010 Census and the majority of them were local government committees. Here are some of the strategies that worked for them:

- Allocate/obtain funds for the CCC and assign a staff person to work with the committee.
- Set clear, achievable goals and objectives.
- Identify areas of the community that may need extra efforts, either a geographical area or a population group that might be hard to count.
- Use a “grassroots” approach working with community-based organizations and groups who have direct contact with households who may be hard to count.
- Create promotional materials and products customized for the local area.
- Implement special events such as Census Day “Be Counted” parades.
- Build awareness of the census and its benefits and motivate response through social media, newsletters, and other communications.

Sample Activities of Tribal and Government Complete Count Committees

2018–2019

- Develop a list of barriers, groups, or concerns that might impede the progress of the 2020 Census in your local area, such as recent immigrants, non-English speaking groups, high crime areas, and areas with gated communities.
- Create ways to dispel myths and alleviate fears about the privacy and confidentiality of census data.

- Place census messages on water bills, property tax bills, social media, and local speeches and other correspondence generated by the jurisdiction.
- Host a Census Solutions Workshop (see Appendix C) with others in the community.
- Develop and implement activities to involve local government employees in the 2020 Census Awareness Campaign.
- Encourage corporations to become official sponsors of your census activities.
- Have census posters, banners, and other signage placed in highly visible public locations.
- Include the 2020 Census logo and message on bus schedules, brochures, newsletters, social media sites, and your local jurisdiction Web site.
- Sponsor a census booth at county fairs, carnivals, and festivals (especially cultural or ethnic celebrations).
- Sponsor a contest to design a sticker or poster promoting the 2020 Census.
- Have census information available during voter registration drives.

January–March 2020

- Add a census message during meetings, events, and to written or digital/electronic correspondence like social media.
- Provide information on federally funded programs that have benefitted the community.
- Plan a major promotional event around the start of self-response or when households get their invitation to respond. Advise communities that they can respond to the census online.
- Saturate public access areas with easy-to-read and understandable census information customized for your community.
- Ask elected officials to encourage households to complete the census online, by phone, or return the questionnaire by mail.

- Place a census message on all municipal marquees urging households to complete the questionnaire online, by phone, or by mail.

April 2020

- Place public service announcements in local media encouraging households to respond.
- Have census rallies or parades.
- Urge households who do not respond to cooperate with census takers.

Community Complete Count Committees

Community Complete Count Committees are often formed in areas that do not have a government CCC or areas that may require a more targeted outreach approach. Community CCCs may be formed by a community group/organization or a coalition of several organizations. For example, an organization in a predominately elderly community may want to form a CCC in order to build awareness among that population and encourage them to respond when the invitations to respond are delivered. A tenants' association may form a committee to educate tenants about the census and help those needing assistance in completing their census. Community CCCs identify their own chair and committee members. They may choose individuals who are influential leaders or gatekeepers in the community to serve as members or others that will help accomplish the goals of the committee. They may also include foundations or philanthropy groups to fund the committee's activities around a particular audience. Community CCCs are usually small to medium in size with anywhere from 5 to 25 members depending on the sponsoring organization(s) and the size of the community it represents.

Small committees may not need subcommittees, however larger committees may find this structure helps them focus and work more effectively.

Examples of Community Complete Count Committee Strategies

A number of organizations formed Community CCCs in previous censuses. Some examples of these organizations are Community Action Groups, Hispanic Service Center, Delta Sigma Theta Sorority, and Human Development Commission.

Here are some suggestions that worked for them:

- Set clear achievable goals and objectives.
- Identify what the committee will focus on. Some examples include increasing the response rate in public housing communities among cultural/ethnic groups in your area or among students in colleges/universities, outreach and promotion to youth and elderly in the community, or a global approach if no other CCCs are in the area.
- Develop an action plan that includes activities and events which will support your efforts and help you meet your goals and objectives.
- Create promotional materials that appeal to your community.
- Implement special events that will generate interest and participation in the census.
- Use social media to engage your community.

Sample Activities of Community Complete Count Committees

2018–2019

- Make a list of community-based organizations in your area. Hold a meeting with leaders of the organizations and solicit their help in creating a census awareness campaign targeted to community members.
- Host a Census Solutions Workshop with other community-based organizations in your area to come up with innovative and engaging ways to reach your communities.
- Check the community calendar in your area for events. Contact organizations to see if you can have a census table to pass out census materials to increase awareness.
- Plan and solicit sponsors for a “Census Day/Night Street Festival” in late 2019. Think of creative games or activities where census information can be incorporated.

- Develop a 2019 Census Activity Calendar, ask organizations to choose a month in which they will sponsor census activities or promote census awareness.
- Ask organizations to include a census article or message in all of their publications and social media channels from April 2019 to July 2020.

January–March 2020

- Encourage organizations to include 2020 Census on the agenda of their meetings, workshops, or conferences.
- Distribute/post on social media fliers announcing the invitation to respond to the census at busy locations in the community.
- Make public statements of support and the importance of participating in the 2020 Census.

April 2020

- Encourage households to complete the questionnaire online, by phone, or by mail.
- Plan a Census Day event to motivate the community response.
- Look online or check with your census contact person about response rates for your community. If rates are low, plan special events or activities to motivate individuals to respond.
- Remind households if they didn’t respond online, by phone, or mail their questionnaire back, a census worker may come to their home. Encourage households to cooperate with census workers.

May 2020

- Continue to encourage community individuals to cooperate with census workers.
- Evaluate what worked best for your community and briefly report this information to your census contact.
- Celebrate your success and thank all those involved in making it happen.



WHEN SHOULD A COMPLETE COUNT COMMITTEE ORGANIZE?

Get Organized RIGHT NOW!

Although the 2020 Census may seem a ways off, the census awareness campaign should start TODAY. The 2020 Census jobs are being advertised. Households will begin to experience, by the end of 2019, some type of census operation such as address listing. These operations are necessary to verify the accuracy and location of each address in the United States.

The immediate formation of a CCC will ensure that local households are kept abreast of the various census operations before the information is nationally circulated.

The more informed households are about the 2020 Census operations, the better their understanding of the census process becomes, thus increasing their willingness to be a part of the successful enumeration in 2020.



WHAT IS THE SUBCOMMITTEE STRUCTURE OF A CCC?

The Structure

The Census Bureau partnership staff will serve as a liaison or an informational resource.

The operation of the CCC flows from the tribal leader or highest elected official or community leader to the chairperson, the committee members, and/or to the community at large.

The tribal leader or highest elected official or community leader appoints a chairperson. The chairperson is the liaison or main source of contact between the CCC and the Census Bureau.

The chairperson collaborates with the highest elected official or community leader to select subcommittee chairs.

The CCC should involve every aspect of a local community in its subcommittee structure—government, education, faith-based organizations, media, community-based organizations, business, foundations or other philanthropic organizations, and recruiting. **The Census Bureau does not manage Complete Count Committees.**

The following are examples of a typical subcommittee structure. Other subcommittees may be formed based on the focus of the CCC or the needs of the community. Examples of other subcommittee topics are migrant and seasonal farmworkers, children/youth services, immigrants, senior services, and the disabled community.

The subcommittee chairpersons may recruit members for their respective teams. The ideal candidates for a Complete Count Committee are those community members who have

expertise, influence, and experience in the area of the respective committee. Committees that invest time, resources, and energy in this project are more productive and successful.

Recruiting subcommittee—Disseminates information about census job openings for the 2020 Census. Information will include the number of jobs available and types of jobs available.

Government subcommittee—Assists in all activities between the Census Bureau and the local government, such as participation in decennial geography programs and identifying other resources for CCC activities.

Education subcommittee—Facilitates census awareness for local schools from prekindergarten through twelfth grade, as well as postsecondary education institutions in the area. May also encourage school administrators, teachers, and students to use Statistics in Schools materials.

Faith-based subcommittee—Creates and coordinates activities and materials that can be

used by any local faith-based institution in the promotion of the 2020 Census awareness and participation.

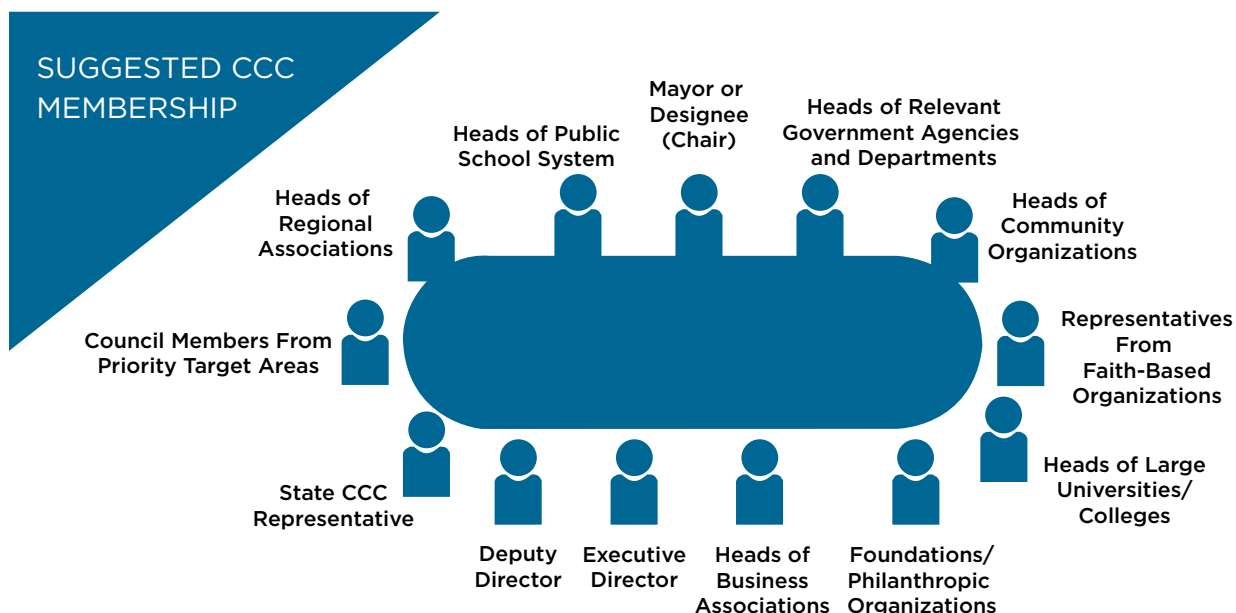
Media subcommittee—Facilitates ways to get the census message to all community households, using all available sources such as local newspapers, newsletters, fliers, local festivals, billboards, social media, radio, and television.

Community-based organizations subcommittee—Collaborates with community organizations to inform individuals of the importance of participating in the 2020 Census and the benefits derived from census data.

Business subcommittee—Creates and coordinates activities that involve businesses in census awareness, such as distribution of census information and census messages on packaging (grocery bags) and the inclusion of the census logo and message on sales promotion materials.

Figure 1.

Suggested CCC Membership



*Partnership Specialist is advisor and Census Bureau liaison to Municipal CCCs



SUMMARY: THE BENEFITS OF COMPLETE COUNT COMMITTEES

CCCs speak the language of and know the pulse of its community, therefore establishing an information highway that even the internet cannot rival—neighbor informing neighbor.

The CCCs will help ensure an accurate 2020 Census count.

The CCCs gain valuable knowledge about the census process at the local level and develop a plan to impart that knowledge to each and every household as only neighbors and fellow stakeholders can do.

The CCCs help maximize participation and response rates by increasing awareness throughout the 2020 Census.

APPENDIX A:

50 WAYS CENSUS DATA ARE USED

- Decision making at all levels of government.
- Drawing federal, state, and local legislative districts.
- Attracting new businesses to state and local areas.
- Distributing over \$675 billion annually in federal funds and even more in state funds.
- Forecasting future transportation needs for all segments of the population.
- Planning for hospitals, nursing homes, clinics, and the location of other health services.
- Forecasting future housing needs for all segments of the population.
- Directing funds for services for people in poverty.
- Designing public safety strategies.
- Development of rural areas.
- Analyzing local trends.
- Estimating the number of people displaced by natural disasters.
- Developing assistance programs for American Indians and Alaska Natives.
- Creating maps to speed emergency services to households in need of assistance.
- Delivering goods and services to local markets.
- Designing facilities for people with disabilities, the elderly, or children.
- Planning future government services.
- Planning investments and evaluating financial risk.
- Publishing economic and statistical reports about the United States and its people.
- Facilitating scientific research.
- Developing “intelligent” maps for government and business.
- Providing proof of age, relationship, or residence certificates provided by the Census Bureau.
- Distributing medical research.
- Reapportioning seats in the House of Representatives.
- Planning and researching for media as background for news stories.
- Drawing school district boundaries.
- Planning budgets for government at all levels.
- Spotting trends in the economic well-being of the nation.
- Planning for public transportation services.
- Planning health and educational services for people with disabilities.
- Establishing fair market rents and enforcing fair lending practices.
- Directing services to children and adults with limited English proficiency.
- Planning urban land use.
- Planning outreach strategies.
- Understanding labor supply.
- Assessing the potential for spread of communicable diseases.
- Making business decisions.
- Understanding consumer needs.
- Planning for faith-based organizations.
- Locating factory sites and distribution centers.
- Distributing catalogs and developing direct mail pieces.
- Setting a standard for creating both public and private sector surveys.
- Evaluating programs in different geographic areas.
- Providing genealogical research.
- Planning for school projects.
- Developing adult education programs.
- Researching historical subject areas.
- Determining areas eligible for housing assistance and rehabilitation loans.

APPENDIX B:

UNDERSTANDING THE

LANGUAGE OF THE 2020 CENSUS

GLOSSARY

The 2020 Census From A to Z

A

Address Canvassing

The Address Canvassing program implements methods to improve and refine the U.S. Census Bureau's address list in advance of the 2020 Census enumeration. The Census Bureau needs the address and physical location of each living quarter in the United States and Puerto Rico to conduct and tabulate the census. An accurate list ensures that residents will be invited to participate in the census and that the census counts residents in the correct location.

American Community Survey (ACS)

A monthly sample household survey conducted by the Census Bureau to obtain information similar to the long-form census questionnaire. The ACS is sent to a small percentage of the U.S. population on a rotating basis. First tested in 1995, it replaced the long form for the 2010 Census. Since 2004, ACS has provided annual data for social and economic characteristics for many geographic areas and population groups.

Area Census Office (ACO)

A temporary office established to oversee census operations in a specific area. These operations include address listing field work, local recruiting, and visiting households to conduct the 2020 Census.

C

Census Bureau

An agency within the U.S. Department of Commerce and the country's preeminent statistical collection and dissemination agency. It publishes a wide variety of statistical data about people, housing, and the economy of the nation. The Census Bureau conducts approximately 200 annual surveys, conducts the

decennial census of the U.S. population and housing, the quinquennial economic census, and the census of governments.

Census Day

The reference date for collection of information for a census. For the decennial census, this has been April 1 of the decade year (year ending with zero) since the 1930 Census. April 1, 2020, is the reference date, Census Day, for the 2020 Census.

Census Information Center (CIC)

The CIC program was established in 1988, when the Census Bureau and the National Urban League entered into a joint agreement to create a pilot project to make census data and information available to minority communities. Over the next 2 years, the Census Bureau added four additional organizations to the pilot program; the National Council of La Raza, the Asian and Pacific Islander American Health Forum, Americans for Indian Opportunity, and the Southwest Voter Research Institute (now the William C. Velasquez Institute).

In 2000, the CIC network became an official Census Bureau program. That year, the Census Bureau expanded the network to a total of 59 organizations.

Census Solutions Workshop

A Census Solutions Workshop is a creative, collaborative, problem-solving event that brings together diverse thinkers. The Census Solutions Workshop is specifically geared to generate new ways of communicating the importance of census data, reaching hard-to-count populations, and encouraging participation in Census Bureau surveys and programs.

Commitment

An agreement or pledge to carry out a particular task or activity that will in some way help the census achieve its goals.

Complete Count Committee (CCC)

A volunteer committee established by tribal, state, and local governments, and/or community organizations to include a cross section of community leaders, including representatives from government agencies; education, business, and religious organizations; community agencies; minority organizations; and the media. The committees are charged with developing and implementing a 2020 Census outreach, promotion, recruiting, and enumeration assistance plan of action designed to target and address the needs of their communities.

Confidentiality

The guarantee made by law (Title 13, U.S. Code) to individuals who provide information to the Census Bureau, ensuring that the Census Bureau will not reveal information to others.

D

Decennial Census

The census of population and housing taken by the Census Bureau in each year ending in zero. Article I, Section 2, of the U.S. Constitution requires that a census be taken every 10 years for the purpose of apportioning the U.S. House of Representatives. The first census of population was taken in 1790.

E

Enumeration

The process of interviewing people and recording the information on census forms.

Enumerator

A Census Bureau employee who collects census information by visiting households during census field operations.

G

Group Quarters (GQ)

The Census Bureau classifies all people not living in housing units as living in group quarters. There are two types of group quarters: institutional group

quarters (for example, correctional facilities for adults, nursing homes, and hospice facilities) and noninstitutional group quarters (for example, college/university student housing, military quarters, and group homes).

H

Hard to Count (HTC)

Groups or populations who have historically been undercounted and/or traditionally have not responded well to the decennial census questionnaire, such as ethnic/minority populations, renters, and low income households.

Hard to Enumerate (HTE)

An area for which the environment or population may present difficulties for enumeration.

Highest Elected Official (HEO)

The elected or appointed person who is the chief executive official of a governmental unit and is most responsible for the governmental activities of the governmental unit such as the governor of a state, chair of a county commission, or mayor of an incorporated place, tribal leader, or chairman.

Household (HH)

A person or group of people who occupy a housing unit as their usual place of residence. The number of households equals the number of occupied housing units in a census.

Housing Unit (HU)

A house, townhouse, mobile home or trailer, apartment, group of rooms, or single room that is occupied as separate living quarters or, if vacant, is intended for occupancy as separate living quarters.

M

Master Address File (MAF)

A Census Bureau computer file of every address and physical location, including their geographic locations, that will be used to conduct the next decennial census, as well as some ongoing surveys. This address file is updated throughout the decade and is supplemented by information provided by tribal, state, and local governments.

N

Nonresponse (NR)

A housing unit for which the Census Bureau does not have a completed questionnaire and from which the Census Bureau did not receive a telephone or Internet response.

Nonresponse Followup (NRFU)

A field operation designed to obtain a completed interview from households where a self-response was not received. Enumerators will make personal visits to these households to obtain completed interviews. The enumerator will collect respondents' answers to interview questions or information about the status of the housing unit (for example, vacant or nonexistent). If all attempts to contact the individuals of a household are unsuccessful, an enumerator will obtain as much information as possible about the household from a neighbor, building manager, or another reliable source.

P

Partner

A partner is a group or individual that commits to participate in some way with census activities.

Partnership

An agreement with tribal, state, and local governments, national organizations, and community groups (faith-based organizations, businesses, media, schools, etc.) that allows their active participation in various census activities.

Partnership Specialist

The Partnership Specialist takes a lead role in outreach and promotional efforts before and during census operations. Their main duties are increasing awareness and outreach in communities and gaining cooperation and participation from those communities.

Privacy Act

The Privacy Act of 1974 requires that each federal agency advise respondents of their rights. Specifically, every respondent must know under what law the information is being collected, how the information will be used, whether he or she must answer the questions, and the consequences of not answering the questions.

R

Regional Census Center (RCC)

One of six temporary Census Bureau offices established to manage census field office and local census office activities and to conduct geographic programs and support operations.

Regional Office (RO)

One of six permanent Census Bureau offices that direct and advise local census offices for the 2020 Census. The Regional Office also conducts some one-time and ongoing Census Bureau surveys, such as the Current Population Survey (CPS), which is used to publish unemployment figures each month, and the American Community Survey (ACS), a nationwide survey designed to obtain information similar to long-form data and to provide communities a fresh, more current look at how they are changing.

Respondent

The person who answers the Census Bureau's questions about his or her living quarters and its occupants. The respondent is usually the member of the household who owns or rents the living quarters.

Response Outreach Area Mapper (ROAM)

A Web mapping application developed to make it easier to identify hard-to-count areas and to provide a socioeconomic and demographic characteristic profile of these areas using American Community Survey estimates available in the Census Bureau Planning Database, available at <www.census.gov/roam>.

S

Self-Response

Self-response is where households complete and return their census questionnaire in a timely manner, directly to the Census Bureau, without requiring a census worker to visit the house to obtain their responses in person. Self-response—by internet, mail, or phone—is significantly less costly than in-person followup.

State Data Center (SDC)

The State Data Center (SDC) program is one of the Census Bureau's longest and most successful partnerships. This partnership between the 50 states, the

District of Columbia, Puerto Rico, the island areas, and the Census Bureau was created in 1978 to make data available locally to the public through a network of state agencies, universities, libraries, and regional, and local governments.

The SDC lead organization is appointed by the Governor of each state/commonwealth, Puerto Rico, the Island Areas (American Samoa, Guam, The Commonwealth of the Northern Mariana Islands, Virgin Islands) or the mayor of the District of Columbia.

Since its creation, the SDC network has provided access and education on Census Bureau data and products as well as other statistical resources to millions of data users.

Statistics in Schools (SIS)

A national program component of the 2020 Census with an emphasis on kindergarten through eighth grade students in schools located in hard-to-count areas. The purpose of Statistics in Schools is to educate all of the nation's K-12 students about the importance of the 2020 Census.

T

Title 13 (U.S. Code)

The collection of laws under which the Census Bureau operates. This law guarantees the confidentiality of census information and establishes penalties for disclosing this information. It also provides the authorization for conducting censuses in Puerto Rico and the Island Areas.

Transitory Locations

Sites that contain movable or mobile housing that may include transitory units such as boats, motorized recreational vehicles or trailers, tents, or other types of portable housing.

Transitory locations also include hotels or motels if being occupied on a transitory basis because the occupants have no other residence.

U

Update Enumerate (UE)

The UE operation is designed to update the address and feature data and enumerate respondents in person. UE is designated to occur in areas where the initial visit requires enumerating while updating the address frame, in particular in remote geographic areas that have unique challenges associated with accessibility.

Update Leave (UL)

This operation is designed to update the address and feature data and leave a choice questionnaire package at every housing unit (HU) identified to allow the household to self-respond. UL is designed to occur in areas where the majority of HU do not either have mail delivered to the physical location of the housing unit, or the mail delivery information for the HU cannot be verified.

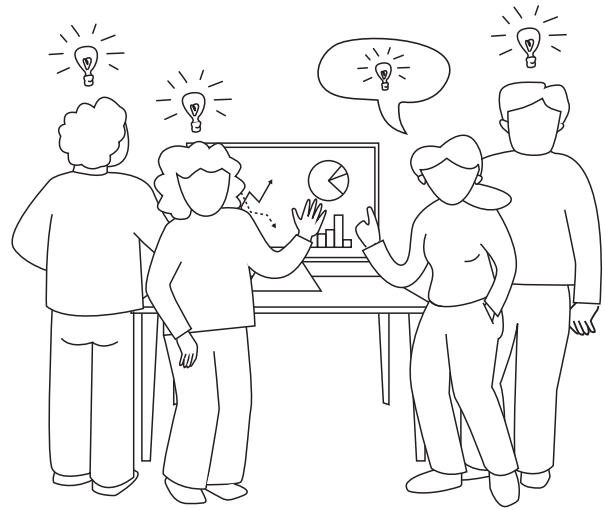
V

Value Added

Refers to any service or activity provided by partners that would ordinarily require payment such as room/space for training, use of staff time, and use of other business resources.

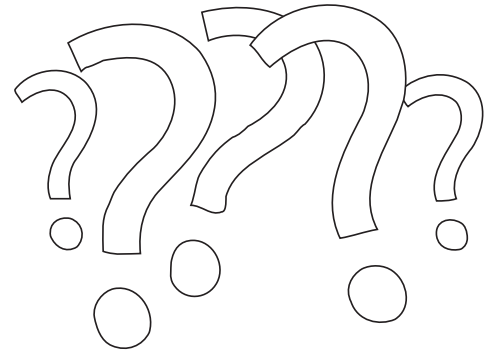
What Is A Census Solutions Workshop?

A solutions workshop is a creative, collaborative, problem-solving event that brings together diverse thinkers. A Census Solutions Workshop generates new ways of communicating the importance of census data, reaching hard-to-count populations, and encouraging participation in Census Bureau surveys and programs.



Why It Matters

A complete count ensures accurate census data that is critical for government programs, policies, and decision-making, but participation in Census Bureau surveys has declined in recent decades. We want to support your efforts to generate innovative and engaging ways to reach your communities.



How Can You Host A Workshop?

Businesses, city officials, community-based organizations, or anyone else can host a workshop. We created a toolkit to give you step-by-step guidance on how to host one.

The toolkit is available at:
www.census.gov/partners.

For more information, please contact us at:
census.partners@census.gov.





CONTACT INFORMATION

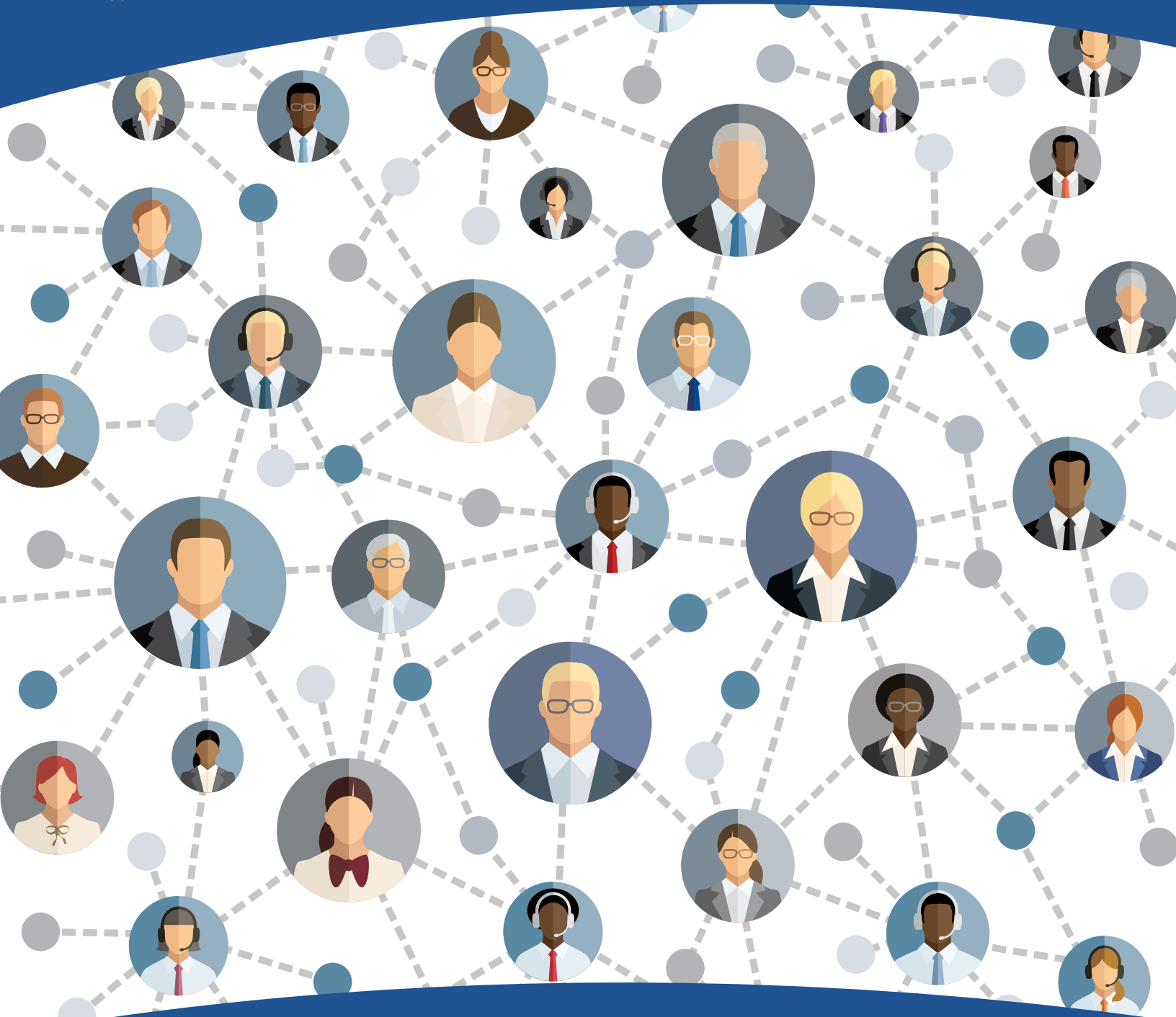
For additional information about the Complete Count Committee Program, please contact your regional census center.

If you reside in:	Please contact:
Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, and South Carolina	ATLANTA Atlanta.rcc.partnership@2020census.gov
Arkansas, Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, and Wisconsin	CHICAGO Chicago.rcc.partnership@2020census.gov
Arizona, Colorado, Kansas, Montana, Nebraska, New Mexico, North Dakota, South Dakota, Oklahoma, Texas, Utah, and Wyoming	DALLAS Dallas.rcc.partnership@2020census.gov
Alaska, California, Hawaii, Idaho, Nevada, Oregon, and Washington	LOS ANGELES Los.Angeles.rcc.partnership@2020census.gov
Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, Vermont, and Puerto Rico	NEW YORK New.York.rcc.partnership@2020census.gov
Delaware, District of Columbia, Kentucky, Maryland, Ohio, Pennsylvania, Tennessee, Virginia, and West Virginia	PHILADELPHIA Philadelphia.rcc.partnership@2020census.gov

2020 Census Complete Count Committee

Training Manual

D-1255



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Introduction



COVERED TOPICS

The State Complete Count Commission/Complete Count Committee (SCCC/CCC) manual provides information to educate SCCC/CCC leaders and members about the 2020 Census and their role in the committees. The goal of this manual is to equip SCCC/CCC leaders with the information they need to train their members on ways they can help promote participation in the census.

Content covers a combination of topics, such as:

- Background and structure of the committees.
- Recommended subcommittees.
- Resources and tools available to help drive participation in the 2020 Census.
- Lessons learned from the 2010 Census.
- Discussion on community needs, developing strategies, and creating an effective work plan.

This manual also includes details about the purpose of the decennial census and the Integrated Communications Campaign in support of the 2020 Census.

About This Training

The Regional Partnership staff will use this manual to help state, local, and tribal governments and community leaders/members form and manage effective SCCC/CCCs. On the following pages you will find background information on the U.S. Census Bureau, details about the decennial census, and tips for ensuring a successful count in 2020. The goal of this manual is to “train the trainers,” so SCCC/CCC leaders

are fully equipped to manage the committees and train their own committee members to lead and operate effectively.

The following documents should be included in the training package:

- SCCC/CCC Guide D-1280
- SCCC/CCC Program Brochure D-1256
- SCCC/CCC Training Manual D-1255

Overview of the SCCCs/CCCs

The SCCCs/CCCs are one of the core strategic elements of the Census Bureau’s partnership program for the 2020 Census. A SCCC differs from a CCC because it is formed by an executive order or by a legislative act within a state.

These committees exist to plan and implement locally-based outreach campaigns that raise awareness of the census and ultimately drive self-response and participation rates. The SCCCs/CCCs can achieve this goal through grassroots outreach efforts that promote the importance and benefits of responding to the census. One of the key reasons these committees are effective in raising awareness is because of the members’ knowledge and understanding of what it takes to engage and inspire others within their community.

The Census Bureau Partnership Specialists will serve as technical advisors and information resources for all SCCCs/CCCs; the daily management responsibilities rests solely with the highest elected official or community leader serving as chair of the SCCC/CCC.

Background and Structure of SCCC/CCCs

The highest elected officials of every state, local, and tribal government will receive a letter from the Census Bureau Director requesting and encouraging them to partner with the Census Bureau and to form a SCCC/CCC for the 2020 Census.

State and local government SCCC/CCCs consist of influential community members and trusted voices who are appointed by the highest elected government official. Typically, committee members are experts in the following areas:

- Government
- Education
- Media
- Technology
- Community organizations
- Workforce developments
- Faith-based institutions
- Businesses
- Other, based on community needs

The Census Bureau encourages community leaders in hard-to-count areas to form CCCs. Hard-to-count areas may, for example, have:

- Hidden or overcrowded housing.
- Populations that speak little or no English.
- Off-campus apartments.
- New immigrant populations.
- People displaced by natural disasters such as floods, fires, and hurricanes.
- Children under 5.
- Gated communities.

One of the principal benefits of the SCCC/CCC program is the synergistic effect of working together as trusted voices in their communities to spread the word about the importance of the census and value of participating/being counted in the census process. Every time a SCCC/CCC is established, the Census Bureau is one-step closer to conducting the most successful census ever.

Getting an accurate count can't be achieved without local involvement and support. Establishing a SCCC/CCC can significantly help ensure your community is counted.

Chapter 1



DECENNIAL CENSUS OVERVIEW

U.S. Constitution

The United States began conducting a census of population and housing in 1790. The U.S. Constitution, Article 1, Section 2, mandates an apportionment of representatives among the states for the House of Representatives every 10 years.

Apportionment is the process of dividing the 435 seats in the U.S. House of Representatives among the 50 states. By law, the U.S. Census Bureau must deliver a report of population counts to the president of the United States within 9 months of Census Day (on or before December 31). The report will provide the population counts by state and the number of seats in the U.S. House of Representatives apportioned to each state.

The Census Is Confidential and Required by Law

All responses to Census Bureau surveys and censuses are confidential and protected under Title 13 of the U.S. Code. Under this law, the Census Bureau is required to keep respondent information confidential. We will never share a respondent's personal information with immigration enforcement agencies, like ICE; law enforcement agencies, like the FBI or police; or allow it to be used to determine their eligibility for government benefits. The results from any census or survey are reported in statistical format only.

Individual records from the decennial censuses are by law (Title 44, U.S. Code) confidential for 72 years.

Furthermore, under Title 13, U.S. Code, all Census Bureau employees swear a lifetime oath to protect respondent data. It is a felony for any Census Bureau employee to disclose any confidential census

information during or after employment, and the penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of \$250,000.

Using Technology in the 2020 Census

There are some important changes in 2020:

- For the first time, you will be able to respond online, by mail, or by phone.
- We will use data that the public has already provided to cut down on in-person follow up visits to nonresponding households.
- We are building a more accurate address list and automating our field operations—all while keeping your information confidential and safe.

The Many Uses of Census Data

Census data are used in many ways. Some examples include:

- Distribution of more than \$675 billion annually in federal funds back to state, local, and tribal governments.
- Redistricting of state legislative districts.
- Forecasting of future transportation needs for all segments of the population.
- Determining areas eligible for housing assistance and rehabilitation loans.
- Assisting federal, tribal, state, and local governments in planning and implementing programs and services and emergency response.
- Designing facilities for people with disabilities, the elderly, and children.

Chapter 2

SCCCs/CCCs: Overview



THE IMPORTANCE OF COMPLETE COUNT COMMITTEES

What Is a SCCC/CCC?

A State Complete Count Commission/Complete Count Committee (SCCC/CCC) is a volunteer committee established by tribal, state, and local governments and community leaders or organizations to increase awareness and motivate residents to respond to the 2020 Census. SCCC/CCCs serve as state and local “census ambassador” groups that play an integral part in ensuring a complete and accurate count in the community in the 2020 Census. Success of the census depends on community involvement at every level. The U.S. Census Bureau cannot conduct the 2020 Census alone.

Government SCCC/CCC

The first type of SCCC/CCC are Tribal Complete Count Committees, State Complete Count Commissions, and local government complete count committees. These are committees of government officials and community members appointed by the highest elected officials of a tribal, state, or local government for the purpose of developing and implementing a census awareness campaign that motivates their communities to complete the census questionnaire thoroughly and return it in a timely manner. Government SCCC/CCCs may be small (5–20 members), medium (20–50 members), or large (50–100 or more members). State Complete Count Commissions differ from Complete Count Committees because they are initiated through the legislature or by executive order.

Community-Based CCC

The second type of CCCs are comprised of a team of community leaders and/or organizations brought together to design an outreach plan for hard-to-count areas or populations in their community. Their focus is to encourage individuals in their community to respond to the 2020 Census by Internet, mail, or by phone. Community CCCs are usually small to medium in size with about 5 to 30 members.

Lessons Learned From the 2010 Census

Since the 1980 Census, Complete Count Committees have played a major role in raising awareness of the census among all groups and populations. The expertise, influence, knowledge, and experience of committee members are invaluable resources to a complete and accurate count. The following are lessons learned and recommendations for future committees:

- These committees were a prime example of partners taking ownership of the census process and leading outreach efforts. Partnership specialists said the Complete Count Committee Initiative was among the most effective strategies for comprehensively reaching the hard-to-count populations.
- Although the CCC Initiative was very successful, it needs to start sooner. Previously, it began 2 years before Census Day. By starting earlier, it allows for better integration into organization planning and budgets.

Recommendations for Successful SCCC/ CCCs

The Census Bureau has learned from previous censuses and recommendations for success in 2020. These recommendations are based on information gathered from the committees, focus group sessions, and summary reports submitted by Partnership Specialists.

- Customize and design the committee to reflect a true snapshot of the community.
- Use technology effectively. Communicate with committee members through electronic mediums.
- Include diverse perspectives to achieve objectives. Assess which groups—locally and nationally—are able to provide support and assistance.
- Choose a committee chair who is committed, knowledgeable, and active in the community.
- Select Subcommittee Chairpersons who are purpose-driven, result oriented, and gets results.
- Review CCC activities in your area from the 2010 Census. Repeat what worked well. Eliminate what did not work well. Modify activities and incorporate new innovative activities in your plan, as needed.
- Incorporate a census awareness in all existing community festivals and activities scheduled.
- Recruit experienced members to motivate and support new members.
- Keep detailed records of SCCC/CCCs' strategies and activities so that the program can be better assessed and best practices be replicated.

Chapter 3

Forming State Complete Count Commissions and Complete Count Committees



HOW TO GET STARTED

SCCC/CCC Structure

The U.S. Census Bureau's recommended structure for State Complete Count Commissions/Complete Count Committees (SCCC/CCC) maximizes the effectiveness of committee outreach strategies in their communities. However, the committees are encouraged to adopt their own structure based on the unique community needs and develop a strategy to meet them. A committee may choose to create subcommittees dedicated to these needs. Regardless of the structure, government committees should include members with experience in the following areas:

- Government
- Workforce development
- Faith-based community
- Education
- Media
- Technology
- Community organizations
- Business

People who are selected to serve on the SCCC/CCC and the subcommittees are expected to communicate the importance of the 2020 Census to their peer groups and guide them in implementing strategies to increase the count in their respective communities. The committee will use multiple strategies and tactics to deliver key messages during different phases of the census.

State Complete Count Commissions

State Complete Count Commissions are governed the highest level within each state. Governors create the commission by appointing individuals to serve as members on the commission. State officials often have a good understanding of the economic impact of a complete count and are highly motivated to develop a comprehensive outreach plan. The commission is usually chaired by an individual designated by the Governor, such as the Governor's Liaison or staff from the State Data Center. State Complete Count Commissions may be fairly large with anywhere from 20 to 100 members. SCCC's consist of influential community leaders who are charged with developing a census awareness campaign that:

- Encourages county and municipal governments to form CCCs.
- Raises awareness of the census throughout the state.
- Motivates every household in the state to participate in the census by responding online, by mail, or by phone.
- Increases the state's self-response rate.

The size of the SCCC is determined by each state. In addition, many governors and the legislature may allocate funding to support the activities of the SCCC. States view this funding as a sound investment in the future. Failure to count each person living in the state could result in a substantial loss of revenue for the next decade for state and local governments.

The commission members may include:

- A governor or his/her designee.
- Members such as majority/minority leaders of the state house or designee, heads of major counties, mayors of major municipalities, heads of philanthropic organizations, and heads of major business associations and community organizations.

State commissions may operate with or without subcommittees. However, many state governments prefer the subcommittee structure. In those cases, once the SCCC members have been identified, chairpersons may divide the members into subcommittees based on activities that the commission plans to undertake. For example, a media subcommittee may be formed to identify local officials and other persons of influence to record public service announcements (PSAs) and appear on local television and radio shows about the census. An education subcommittee might target schools, colleges, and universities with promotional materials and ensure that Statistics in Schools materials are used by K-12 schools across the state. Another subcommittee may be a business subcommittee that targets businesses and encourages them to post census materials and sponsor local events. Other possible subcommittees may include a faith-based focus to reach religious groups in a community or a youth focus to target organizations providing services to children such as Head Start or day care centers.

It is important to note the type of subcommittee created is based on the needs of the state or the focus of the commission.

Tribal or Local Government CCCs

Tribal and local Government CCCs are formed by the highest elected official in a local government, regardless of size. This includes tribal leader or chairman, local governments in cities, counties, towns, and villages. Tribal and local government CCCs are charged with developing and implementing a census awareness campaign that motivates every person living in every household to be counted in the 2020 Census in a timely manner.

Community CCCs

Community CCCs are usually formed in support of specific hard-to-count communities. Grassroots community organizing efforts are essential to reach

populations who have not responded well in previous censuses or who have a history of being undercounted in the census. In some instances, community CCCs are formed to fill a gap in areas where there is no government sponsored CCC.

Community CCCs usually include representation from the following areas of the community:

- Businesses.
- Educators.
- Media representatives.
- Faith-based organization leaders.
- Community-based organization leaders.
- The entire group selects the chairperson and subcommittee chairpersons. Committee members determine the committee size.

Key Points

Key points to remember about the SCCC/CCC structure include:

- The committees should be all-inclusive, addressing the various racial, ethnic, cultural, and geographic considerations of the community.
- The Census Bureau staff serve as liaisons and information resources for the committees. The Census Bureau provides technical assistance in developing the committees but do not manage the committees.
- The committee operations are governed by the highest elected official or community leader. Responsibility then falls to the chairperson, the committee members, and finally to the community.

Recommended Subcommittee Structure

It is essential that the committees address and reflect key facets of the community. The decision to form subcommittees is based on community need and the opportunities and challenges in reaching areas or populations that may not respond or may potentially be undercounted. The Census Bureau recommends including subcommittees focused on:

- Government
- Business
- Education
- Housing

- Media, communications, and technology
- Faith-based
- Community organizations
- Senior citizens
- Outreach
- Recruitment
- Philanthropic

It is important to note that in the past, committees have also created subcommittees devoted to data and maps, youth, homeless, LGBTQ, veterans, special housing, recruiting, immigrants, and homeowners associations. These subcommittees can help reach the most challenging areas to count.

Different subcommittee structures and sizes are appropriate for different types of committees. The subcommittee structure is determined by the size and needs of the community it serves.

If the SCCCs/CCCs choose to form subcommittees, here are examples of the various subcommittees structures:

Government Subcommittee

Focus

- Represents local government in all programs between the Census Bureau and local government, such as new construction program and others.
- Elected officials are aware of and are included in committee activities.

Composition

- Elected officials, city/county planners, demographers, cartographers, and municipal employees.

Education Subcommittee

Focus

- Creates, facilitates, and coordinates census awareness activities among the various educational levels from prekindergarten to post-graduate, including day care centers, Head Start programs, and parochial, private, charter, and home schools.
- Ensures the wide distribution and awareness of the Statistics in School program and materials.
- Works with area colleges and universities to implement Census Bureau's Higher Education program and raise awareness among students housed on and off campus.

- Raises awareness through adult education and English Language Learner Programs.

Composition

- Educational leaders, superintendents, principals, school district administrators, charter school administrators, teachers, students, Parent Teacher Organizations (PTOs), teachers organizations, and university housing coordinators.

Faith-Based Subcommittee

Focus

- Facilitates and coordinates census awareness activities between faith-based institutions and organizations, ministerial alliance, ecumenical councils, and seminary administrators.

Composition

- Faith-based leaders from ALL denominations, ministerial alliances, ecumenical councils, and seminary administrators.

Media, Communications, and Technology Subcommittee

Focus

- Assists the committee in communicating census messages to ALL.
- Facilitates communication of the committee messages through multiple channels, such as ethnic media, local newsletters, electronic bulletins, local Web sites, and utilizing different social media venues.
- Assists the community organizations in utilizing census toolkit materials that enable organizations to innovate.
- Countering false and misinformation about the census.

Composition

- Local media representative, communication directors, bloggers, publishers and editors of neighborhood newspapers, graphic designers, social media users, and ethnic media representatives.

Community Organizations Subcommittee

Focus

- Coordinates the building of coalitions with community organizations that serve the special needs of various racial, ethnic, cultural, civic, fraternal,

and advocacy groups, immigrants, and people with disabilities.

Composition

- Executive directors from community organizations, Community Block Grant (CDBG) directors, leaders of fraternities and sororities, membership and nonmembership organizations, and advocacy groups. (Most major cities have offices that cater to the needs of immigrant, refugee, and minority populations, i.e., Mayor's Office of the Latino, African Affairs (DC), and Department of Neighborhood/Super Neighborhood councils (City of Houston).)

Business Subcommittee

Focus

- Coordinates and generates census awareness activities that involve businesses of all types and sizes.
- Creates a unifying element that touches every household within the community.
- Encourages their employees to respond to the census.

Composition

- Chambers of Commerce, business alliances, neighborhood business associations, franchise owners and operators, financial institution officers (i.e., bank managers), owners of small community and ethnic businesses, and utility company managers.

Recruitment Subcommittee

Focus

- Distributes recruiting materials received from Partnership Specialists and assists Partnership Specialists in securing donations for space to train employees.
- Publicizes Census Bureau job openings using all available resources, including local festivals and job fairs.
- Enhances the ability of census to plug into existing recruiting resources.

Composition

- Employment security staff and staff from job training agencies (i.e., job training agencies such as Goodwill, United Way, and city, state, and federal employment agencies).

Chapter 4

Timeline



KEY COMMUNICATIONS PHASES

This timeline describes some of the phases of the 2020 Census Campaign, SCCC/CCC may find beneficial in developing outreach strategies for their work plan.



Education Phase (2018–2019)

The education phase is the period from 2018 through December 2019. During this period, key community and municipal leaders receive training, informational materials, and one-on-one meetings with the U.S. Census Bureau partnership staff about the importance of the census and the need for local support to ensure a successful count.

This is also the period when the SCCC/CCC leadership develops the mission and message with all members. They identify how to bring awareness to the community.

The public must understand that the census is their civic responsibility that affects people of all ages, races, cultures, and ethnicities, regardless of citizenship status. Census data affects the entire community.

Awareness Phase—April 2019

The awareness phase of the 2020 Census officially starts in January 2020. This phase overlaps with the education phase. Beginning April 1, 2019, government and community leaders throughout the nation participate in activities highlighting the message that the 2020 Census is easy, important, and safe.

Motivation Phase (March–May)

The motivation phase starts in March 2020. During this phase, the committees implement activities of the work plan through their government, faith, community, business, media, and recruitment partners. This guarantees every person living in the United States will encounter census messages during time of work, play, leisure, school, and worship.

April 2020

In April 2020, the focus is to motivate each household to take ownership of the census, make a conscious decision to participate, know where to go for assistance in answering the census, and be poised and ready to answer questions on April 1, 2020.

April 1, 2020—Census Day is here!

One of the primary goals of the CCC is to increase the response rate to the 2020 Census and reduce the number of households that do not complete their census.

Reminder Phase (May–July 2020)

Around mid-May 2020, final preparation will be made to follow-up with households that did not participate in the census. This operation is called “nonresponse follow-up.”

May 2020

The nonresponse follow-up operation will be the focus starting in May 2020.

The objective is to get nonresponse households to cooperate on the first visit.

July 2020

As the census operation winds down, special thank-you sessions for the work of the census will be held throughout the nation.

Timeline and activities

These are just a few examples of activities or action steps for the committees. They are not all inclusive, just examples to get the committees started and thinking about what activities will work best in the community served.

Education Phase

Action Steps for Now Through December 2019

- Conduct SCCC/CCC training for members.
- Develop a work plan for promoting the census and motivating participation in your community.
- Hold daily/weekly meetings to report on tasks and other activities, including subcommittee reports as appropriate.
- Proceed with census awareness-building activities generated by the committee or subcommittees.
- Evaluate the effectiveness of the SCCC/CCC activities and adjust accordingly.
- Saturate the community with at least one census awareness-building activity each month.

Awareness Phase

Action Steps for January 2020

- Hold monthly meetings and subcommittee meetings.
- Finalize plans for activities surrounding Census Day activities.
- Review task lists and subcommittee plans.
- Proceed with 2020 activities.
- Finalize plans for activities to encourage households to complete and return the census questions.
- Develop and finalize plans for motivating households who do not return their questionnaire to cooperate with census takers during nonresponse follow-up activities.

Motivation Phase

Action Steps for March 2020–April 2020

- Hold regular SCCC/CCC and subcommittee meetings.
- Review and modify as needed plans for questionnaire delivery and Census Day activities.
- Finalize plans for all activities scheduled for March and April.
- Review and implement activities leading up to Census Day—April 1, 2020.
- Send a news release highlighting the 2020 Census activity schedule.
- Encourage households to complete the questionnaire online, by mail, or by phone immediately.
- Implement Census Day activities.
- Hold daily activities to encourage households to complete and return their questionnaires.
- Review outreach activities to ensure the committee is using the right activities in the right place. Make changes as needed.
- Prepare to implement activities for households who do not return their questionnaire.
- The Census Bureau plans to provide response rate numbers starting in April. These response rates may be used to determine where more outreach activity is needed in your community.

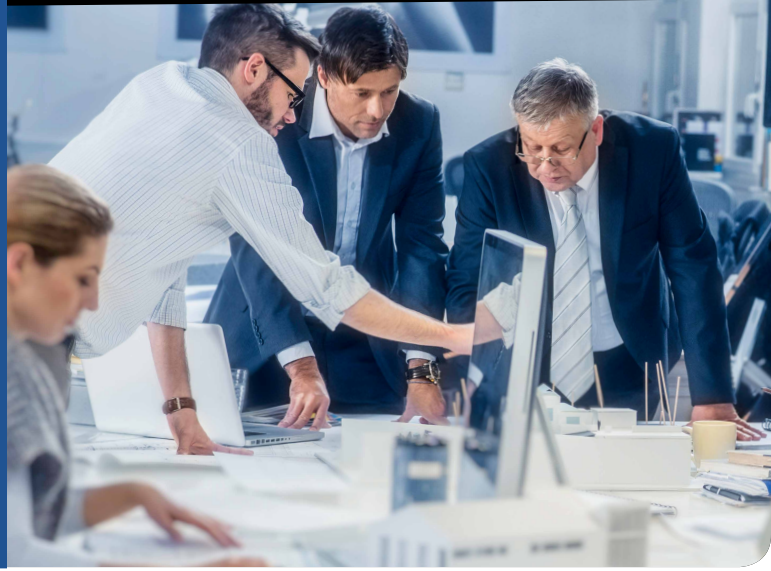
Action Steps for May 2020–July 2020

- Use all resources to encourage households to cooperate with census takers.
- Continue to meet, give, and receive 2020 Census progress reports.
- Prepare a summary report of the SCCC/CCC activities and member feedback. Share this report with Census Bureau staff.
- Celebrate the success of the 2020 Census and recognize the efforts of the SCCC/CCC members.

Thank your community for their support and response.

Chapter 5

Planning Your Work and Working Your Plan



DEVELOPING YOUR SCCC/CCC WORK PLAN

Components of Work Plan

This chapter provides a model for developing a SCCC/CCC work plan, outlining goals, strategies, and time frames for achieving a complete and accurate census count in the community. The plan should address local challenges such as population speaking languages other than English, highly transient population areas, and low educational attainment. Components of an effective work plan include:

- **Overview**—Define the goals and objectives of the SCCC/CCC and provide a description of the community to include hard-to-count populations or areas considered most critical to reach and motivate, and areas with residents displaced by floods, hurricanes, or tornados who currently live in temporary housing. Identify the general strategies for implementing the work plan.
- **Committee Structure**—Identify the name of the SCCC/CCC, such as Vermont State Complete Count Commission, Burke County Complete Count Committee, or Carsville Census Community Action Committee. Describe the structure of the committee, including the names of any subcommittees and their focus or outreach objectives. SCCCs/CCCs may develop strategies for reaching their target area/population. The strategies presented may include:
 - Promotional materials to be developed by the committee.
 - Strategic assets, such as members, volunteers, and space, along with additional resources form the census media markets/outlets that are important to reaching the target area/population.

Reporting—Include a report of subcommittee activities to the SCCC/CCC after an activity has taken place to gain insight on best practices. Modify future

activities as needed based on feedback from the activity reports.

Thank You—Include strategies for thanking commission/committee members, the community and others who provided support throughout the campaign.

Final Report—Prepare a final evaluation of SCCC/CCC activities and successes to help the Census Bureau guide future commissions/committees and to plan appropriately for the 2030 Census.

Effective SCCC/CCC Activities

Here are some examples that SCCC/CCC leaders identified as effective during previous campaigns:

Public service announcements (PSAs)—SCCCs/CCCs ranked PSAs among the top five most effective activities.

Advertising campaign—Previous committees noted that advertising was effective at the national level, but that it was important to conduct a local campaign targeting hard-to-count populations. Radio is an effective medium in many communities.

Banners, posters, billboards, and advertising on benches—SCCCs/CCCs said these types of promotions worked best in tribal, rural, and non-English-speaking communities.

Print Materials—Print materials were deemed especially effective for committees working on ethnic communities or rural areas.

Faith-based activities—Activities coordinated by faith-based organizations were tremendously successful in building awareness of the census in previous censuses.

Translation of materials—Commissions/committees in large urban areas noted the great value of providing materials in multiple languages.

Local Media Coverage—All previous committees felt local media coverage was essential to getting the word out about the census, but noted the need to enlist support from others. Some committees could get media exposure by enlisting politicians and sports figures as spokespeople and promoting school contests and projects centered on the census.

Identifying Hard-to-Count Areas and Population

The SCCC/CCC should utilize the local knowledge of SCCC/CCC members and data on the makeup of the community. One resource that will provide data about hard-to-count populations is the Census Bureau's Response Outreach Area Mapper (ROAM) <www.census.gov/roam>.

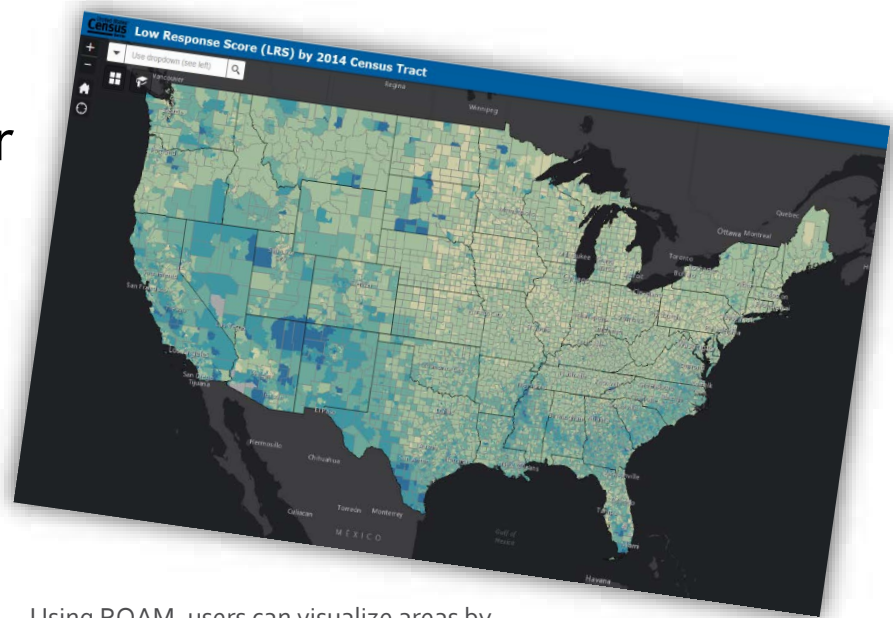
Based on this information from the ROAM, the committee may want to develop activities that target communities with high LRS such as those percentages of renters or households that are not husband/wife families. For example, the CCC may want to include rental management or association representatives or representatives from social welfare/social service departments as members on the committee. These representatives work with these populations on a regular basis and may have insight on the best way to reach them and motivate their participation. Using the ROAM and identifying areas with low response scores in the community can help the committee focus outreach strategies in the work plan in areas where they are needed most. This targets the committee's outreach and promotion more precisely, and helps improve the accuracy of the 2020 Census.

Response Area Outreach Mapper (ROAM)

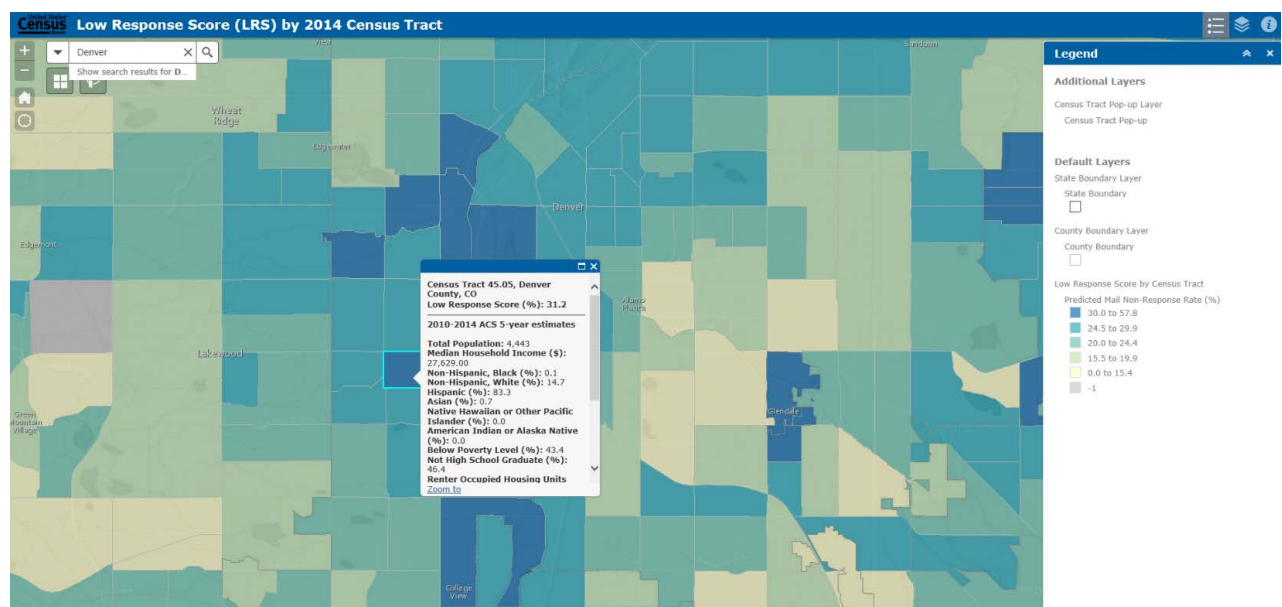
Response Area Outreach Mapper (ROAM) is an interactive Web mapping application that allows users to access the Census Bureau's Planning Database (PDB) to determine areas, down to tract level, that are harder to count.

The PDB includes the Low Response Score, 2010 Census data, and select American Community Survey (ACS) estimates. This data helps create a picture of hard-to-survey areas—those identified by *high* Low Response scores.

Using ROAM, users can visualize areas by predicted mail nonresponse rates, determine contributing socioeconomic or demographic factors, and plan outreach, marketing, and promotional efforts. This data also helps the Census Bureau hire staff who reflect the diversity and speak the languages of the community. These and other efforts can improve response rates.



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2020**



Chapter 6

2020 Census Integrated Communications Campaign



ON THE ROAD TO 2020

Overview

Building on the lessons learned from the 2010 Census, the 2020 Census will conduct a fully integrated Communications Campaign featuring advertising events, public relations, and partnership activities. The public relations objective for the Integrated Campaign is to surround every household in the country with credible, memorable messages through trusted conversations that motivate people to respond to the census.

Additional Resources

The Census Bureau plans to provide materials that will be customizable, allowing partners the flexibility to include additional information and graphics. Many others will be turnkey and can be dropped into a newsletter or posted on a partner's Web site.

All materials will include consistent messaging to maximize the effectiveness of communications across the regions.

The Census Bureau is hiring for 2020. Information on available positions and how to apply can be found at Census Jobs Web site at <2020census.gov/jobs> (to be activated later).

General Operational Timeline

The 2020 Census Integrated Communications Campaign, that includes the integration of paid advertising, public relations, special events, marketing, Statistics in Schools, and promotional efforts, will rely heavily on partner participation and outreach at both the national and local levels. The Census Bureau plans to launch the campaign with an Awareness phase beginning in January 2020. In March 2020, the focus will shift from Awareness to Motivation, encouraging people to respond immediately. The Reminder phase will begin in May 2020, and will not only encourage immediate response, but will also encourage those that have not responded to cooperate with the census enumerators when they are visited. Finally, there will be a Thank You phase where the Census Bureau thanks everyone for their assistance and participation. Key dates of the 2020 Census operational timeline include:

Chapter 7

What to Expect From Your U.S. Census Bureau Staff Liaison



THE ROLE OF PARTNERSHIP SPECIALISTS

Program Implementation

Partnership specialists are the primary contact between the U.S. Census Bureau and the SCCC/CCC. They serve as technical advisors and information resources to SCCC/CCCs. However, they will not manage the SCCC/CCC in any way.

Partnership Specialists help the committees identify census awareness building activities that are most effective in their community. They will (depending on funding) also provide promotional materials to tribal and local governments and community organizations throughout the SCCC/CCC formation and implementation process.

Here are some steps partnership specialists will follow to assist local governments:

- Meet with all local governments in the area to encourage the formation of SCCC/CCCs to promote the importance of the 2020 Census and increase participation.
- Provide orientation/training for SCCC/CCC leaders or chairpersons, including information needed to form the committee, the characteristics of effective chairpersons, the various subcommittee structures, and possible actions.
- Provide technical support to SCCC/CCC chairpersons.
- Assist SCCC/CCCs in developing a strategy and work plan.
- Attend, when possible, SCCC/CCC meetings, provide guidance, recommend possible outreach and promotional activities, and distribute promotional materials and items, as available.
- Encourage the development of innovative activities geared to specific groups within the community.
- Maintain an open line of communication with SCCC/CCCs. This will lead to a more collaborative relationship and more effective SCCC/CCCs.

Chapter 8

Summary and Closing



Summary

This SCCC/CCC training manual provides SCCC/CCC leaders and members the information needed to form strong and effective committees. By drawing on the local knowledge of the committee and census data, the SCCC/CCC will develop focused and efficient to support the 2020 Census.

- SCCC/CCCs speak the language of the community and know how to best reach residents.
- SCCC/CCCs help ensure an accurate 2020 Census count.
- SCCC/CCCs increase the participation ratio and the response rate in their communities.

Closing

This session was intended to provide SCCC/CCC leaders/members with tools to train their team. We have provided some basic information about the U.S. Census Bureau and covered some essential elements of successful SCCC/CCCs. The most successful SCCC/CCCs will use this information in this guide to create mixes promotions, messaging, and local grassroots outreach tailored to their respective communities.

Evaluations—Please complete the evaluation form in your packet of materials and return it to your trainer. Thank you for your time, attention, and commitment to this important effort.

Counting for Dollars 2020

The Role of the Decennial Census in the Geographic Distribution of Federal Funds

REPORT

NEVADA

In FY2016, Nevada received

\$6,219,293,623

through 55 federal spending programs
guided by data derived from the 2010 Census.



The **Counting for Dollars 2020 Project** aims to understand 1) the extent to which the federal government will rely on data from the 2020 Census to guide the distribution of federal funding to states, localities, and households across the nation and 2) the impact of the accuracy of the 2020 Census on the fair, equitable distribution of these funds.

The project has analyzed spending by state for 55 federal programs (\$883,094,826,042 in FY2016). Three types of programs are analyzed:

- **Domestic financial assistance programs** provide financial assistance – including direct payments to individuals, grants, loans, and loan guarantees – to non-federal entities within the U.S. – such as individuals and families, state and local governments, companies, and nonprofits – in order to fulfill a public purpose.
- **Tax credit programs** allow a special exclusion, exemption, or deduction from gross income or provide a special credit, a preferential rate of tax, or a deferral of tax liability.
- **Procurement programs** award a portion of Federal prime contract dollars to small businesses located in areas selected on the basis of census-derived data.

The four uses of census-derived datasets to geographically allocate funding are:

- **Define eligibility criteria** – that is, identify which organizations or individuals can receive funds.
- **Compute formulas** that geographically allocate funds to eligible recipients.
- **Rank project applications** based on priorities (e.g., smaller towns, poorer neighborhoods).
- **Set interest rates** for federal loan programs.

The two categories of census-derived datasets are:

- **Geographic classifications** – the characterization (e.g., rural), delineation (e.g., Metropolitan Areas), or designation (e.g., Opportunity Zones) of specific geographic areas.
- **Variable datasets**
 - **Annual updates** of population and housing variables collected in the Decennial Census.
 - **Household surveys** collecting new data elements (e.g., income, occupation) by using the Decennial Census to design representative samples and interpret results.



Reports of the Counting for Dollars 2020 Project:

- **Report #1:** Initial Analysis: 16 Large Census-guided Financial Assistance Programs (August 2017)*
- **Report #2:** Estimating Fiscal Costs of a Census Undercount to States (March 2018)*
- **Report #3:** Role of the Decennial Census in Distributing Federal Funds to Rural America (December 2018)*
- **Report #4:** Census-derived Datasets Used to Distribute Federal Funds (December 2018)
- **Report #5:** Analysis of 55 Large Census-guided Federal Spending Programs (forthcoming)*⁺
- **Report #6:** An Inventory of 320 Census-guided Federal Spending Programs (forthcoming)

* Data available by state

⁺ Source for this state sheet

Counting for Dollars 2020

The Role of the Decennial Census in the Geographic Distribution of Federal Funds

REPORT

COUNTING FOR DOLLARS 2020:

NEVADA

**Allocation of Funds from 55 Large Federal Spending Programs
Guided by Data Derived from the 2010 Census (Fiscal Year 2016)**

Total Program Obligations: \$6,219,293,623

Program	Dept.	Obligations	Program	Dept.	Obligations
Financial Assistance Programs		\$6,091,124,111			
Medical Assistance Program (Medicaid)	HHS	\$2,683,391,000	Community Facilities Loans/Grants	USDA	\$16,073,586
Federal Direct Student Loans	ED	\$385,217,316	Supporting Effective Instruction State Grants	ED	\$11,181,742
Supplemental Nutrition Assistance Program	USDA	\$629,519,652	Crime Victim Assistance	DOJ	\$19,981,431
Medicare Suppl. Medical Insurance (Part B)	HHS	\$581,710,227	CDBG Entitlement Grants	HUD	\$17,553,066
Highway Planning and Construction	DOT	\$357,425,690	Public Housing Capital Fund	HUD	\$5,811,000
Federal Pell Grant Program	ED	\$129,000,000	Block Grants for the Prevention and Treatment of Substance Abuse	HHS	\$16,890,047
Section 8 Housing Choice Vouchers	HUD	\$141,749,000	Water and Waste Disposal Systems for Rural Communities	USDA	\$20,567,589
Temporary Assistance for Needy Families	HHS	\$57,640,832	Social Services Block Grant	HHS	\$14,028,655
Very Low to Moderate Income Housing Loans	USDA	\$115,519,804	Rural Rental Assistance Payments	USDA	\$10,766,261
Title I Grants to LEAs	ED	\$120,121,711	Business and Industry Loans	USDA	\$27,990,000
State Children's Health Insurance Program	HHS	\$63,304,000	Career and Technical Education - Basic Grants to States	ED	\$9,767,368
National School Lunch Program	USDA	\$100,175,000	Homeland Security Grant Program	DHS	\$6,696,500
Special Education Grants	ED	\$75,030,369	WIOA Dislocated Worker Grants	DOL	\$13,512,393
Section 8 Housing Assistance Payments Program	HUD	\$21,786,564	HOME	HUD	\$3,200,326
Federal Transit Formula Grants	DOT	\$55,591,000	State CDBG	HUD	\$2,434,790
Head Start	HHS	\$25,981,452	WIOA Youth Activities	DOL	\$9,540,579
WIC	USDA	\$51,976,000	WIOA Adult Activities	DOL	\$9,292,490
Title IV-E Foster Care	HHS	\$50,998,704	Employment Service/Wagner-Peyser	DOL	\$6,627,492
Health Care Centers	HHS	\$20,144,281	Community Services Block Grant	HHS	\$3,756,915
School Breakfast Program	USDA	\$35,695,000	Special Programs for the Aging, Title III, Part C, Nutrition Services	HHS	\$5,505,841
Rural Electrification Loans and Loan Guarantees	USDA	\$0	Cooperative Extension Service	USDA	\$1,856,403
Public and Indian Housing	HUD	\$15,057,000	Native Amer. Employment & Training	DOL	\$464,361
Low Income Home Energy Assistance	HHS	\$9,894,393			
Child and Adult Care Food Program	USDA	\$10,284,000	Federal Tax Expenditures		\$91,328,169
Vocational Rehabilitation Grants to the States	ED	\$15,433,006	Low Income Housing Tax Credit	Treas	\$77,500,605
Child Care Mandatory and Matching Funds	HHS	\$17,635,000	New Markets Tax Credit	Treas	\$13,827,564
Unemployment Insurance Administration	DOL	\$28,294,000			
Federal Transit - Capital Investment Grants	DOT	\$0	Federal Procurement Programs		\$36,841,343
Child Care and Development Block Grant	HHS	\$24,415,000	HUBZones Program	SBA	\$36,841,343
Adoption Assistance	HHS	\$34,635,275			

Prepared by Andrew Reamer, the George Washington Institute of Public Policy, the George Washington University. Spending data analysis provided by Sean Moulton, Open Government Program Manager, Project on Government Oversight. | January 30, 2019

Note: The sequence of the above programs is consistent with U.S. rank order by program expenditures. (See U.S. sheet in series.)

Counting for Dollars 2020 publications and spreadsheet with above data available at <https://gwipp.gwu.edu/counting-dollars-2020-role-decennial-census-geographic-distribution-federal-funds>

**GW Institute
of Public Policy**

THE GEORGE WASHINGTON UNIVERSITY

For further information:

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The George Washington University
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Complete Count Committee Guide for Elected Officials



A CAMPAIGN OF **NALEO**
Educational Fund

What is a Complete Count Committee?

A Complete Count Committee (CCC) is a volunteer group that state and local governments and/or community leaders establish to increase awareness about the Census and motivate residents to respond to the census questionnaire.

CCC's will play a key role in ensuring the 2020 Census counts **everyone**. Residents are more likely to take part in the census count if they learn and understand the importance of it and the process for getting counted.

There are some key changes to the process for the 2020 Census. For instance, the Internet will be the primary response option for the first time. While a paper form will still be available, individuals will be able to complete the 2020 Census form online, or by phone or mail. CCC's will play a critical role in educating residents about these and other key changes to the Census.

Why are Complete Count Committees important?

COOPERATION

By acting as census ambassadors and community liaisons, CCC's facilitate information flow between local government, communities, and the U.S. Census Bureau (Bureau). They play an important role in the complete and accurate count of their communities.

DEEP COMMUNITY KNOWLEDGE

Community leaders know how best to reach all populations in their area. The committees can also mobilize community resources in a highly efficient and cost-effective manner. The success of the 2020 census depends on community involvement at every level, and CCC's will be a vital tool.

THE IMPACT OF TRUST

Elected officials and community leaders can effectively target outreach to historically undercounted communities— including immigrants, very young children (ages 0-5), low-income and communities of color— and achieve gains in the areas most crucial to achieving an accurate census.

How can I help develop a Complete Count Committee?

As an elected official, you can call for your jurisdiction's governing body to create a CCC by introducing a resolution. (Sample Resolutions are available on our website at www.naleo.org/Census2020).

You can help convene stakeholders, identify members and chairpersons, and reach out to community organizations and partners who can work together to create a comprehensive outreach strategy.

Once created, you can establish subcommittees within the CCC, using the expertise of members to focus on subgroups. For instance:

THE EDUCATION SUBCOMMITTEE:

Ensures that local school districts, community college districts, and universities are aware of the upcoming census. Early childhood advocates can also be a part of this subgroup to promote a full count of very young children ages 0-5. The Bureau has also created "The Statistics in Schools" program (www.census.gov/schools), which provides resources for teaching and learning with real life data and standards-aligned, classroom-ready activities.

THE BUSINESS SUBCOMMITTEE:

Develops strategies for engaging the private sector, including partnering with local chambers of commerce and similar organizations to ensure that people can find census information at commercial establishments throughout the area.

THE FAITH-BASED SUBCOMMITTEE:

Reaches out to religious groups and coordinates activities and material that all faith-based institutions can use for census promotion.

THE COMMUNITY OUTREACH SUBCOMMITTEE SUBCOMMITTEE:

Brings together non-profits, community based organizations, coalitions, community leaders, media representatives and other stakeholders to develop and implement a community-based grassroots "Get Out The Count" (GOTC) strategy focused on promoting the full participation of communities of color, including Latinos, in the 2020 Census.

Once you have developed a Complete Count Committee, what are the next steps?

1. Partner with NALEO Educational Fund's *iHAGASE CONTAR!* (Make Yourself Count) Campaign. Your CCC will then have access to trainings and material for your census efforts. You will get help in promoting local events and become a part of a trusted, nationwide leadership campaign that speaks to the Latino community.
2. Conduct a socioeconomic and demographic assessment of your jurisdiction. In preparation for a complete and accurate count of your jurisdiction, identify the "hard-to-count" (HTC) census tracts as well as the barriers that are unique or particularly prevalent to your community. Use resources provided by NALEO Educational Fund and the Bureau to assist you with Census planning and outreach, including making use of tools such as the Response Outreach Area Mapper (www.census.gov/roam) application, the Bureau's web mapping application, and other resources.

3. Follow the *2020 Census Suggested Timeline for Elected Officials* in this guide for action items that will allow your CCC and jurisdiction to plan effectively for April 1, 2020, National Census Day.
4. Consider establishing an inter-agency or inter-departmental working group within your jurisdiction that includes representative(s) from each of your agencies or departments to help promote Census activities across your entire jurisdiction.
5. Assess your jurisdiction's capacity to operate 2020 Census Community Information and Assistance Centers, where community members can use safe and confidential computer or technology facilities at trusted locations to complete the Census form. CCC's should plan on establishing Information and Assistance Centers at libraries, school computer labs and similar facilities available to the public in your jurisdiction.
6. Contact the Bureau liaison in your region about your participation in the CCC program. The Bureau can be a great help in your efforts.

IF YOU RESIDE IN:

PLEASE CONTACT:

Alabama, Florida, Georgia, Louisiana,
Mississippi, North Carolina, and
South Carolina



ATLANTA

Atlanta.rcc.partnership@2020census.gov

Arkansas, Illinois, Indiana, Iowa, Michigan,
Minnesota, Missouri, and Wisconsin



CHICAGO

Chicago.rcc.partnership@2020census.gov

Arizona, Colorado, Kansas, Montana,
Nebraska, New Mexico, North Dakota,
South Dakota, Oklahoma, Texas, Utah,
and Wyoming



DALLAS

Dallas.rcc.partnership@2020census.gov

Alaska, California, Hawaii, Idaho, Nevada,
Oregon, and Washington



LOS ANGELES

Los.Angeles.rcc.partnership@2020census.gov

Connecticut, Maine, Massachusetts, New
Hampshire, New Jersey, New York, Rhode
Island, Vermont, and Puerto Rico



NEW YORK

New.York.rcc.partnership@2020census.gov

Delaware, District of Columbia, Kentucky,
Maryland, Ohio, Pennsylvania, Tennessee,
Virginia, and West Virginia



PHILADELPHIA

Philadelphia.rcc.partnership@2020census.gov

CCC's 2020 Census Suggested Timeline For Elected Officials:

2018

- Establish Complete Count Committee (CCC) through a resolution or administrative action
- Determine structure of the CCC (e.g. chairperson, committee members, subcommittees)
- Build relationships with regional Bureau staff
- Receive an update on the status of the Local Update of Census Addresses Operation (LUCA) program in your local community
- Receive a training from the Bureau on their Response Outreach Area Mapper (ROAM) application (www.census.gov/roam), a useful web mapping tool that can assist with Census planning and outreach
- Establish an inter-agency or interdepartmental working group within your jurisdiction which meets regularly
- Assess the capacity of your jurisdiction to establish 2020 Census Community Information and Assistance Centers at trusted locations with computers and Internet access
- Identify "hard-to-count" (HTC) census tracts and other potential barriers to ensuring a full count unique or particularly prevalent to your community; prioritize strategies to count HTC populations and to overcome any roadblocks
- Partner with the NALEO Educational Fund's *iHAGASE CONTAR!* Campaign
- Work with local government jurisdictions (school districts, city councils, county and state government) to appropriate funding and resources for outreach and promotion of a full census count in your community
- Conduct a 2020 Census training for CCC
- Hold 2020 Census stakeholder informational convenings
- Promote 2020 Census awareness

2019

- Develop work plan with outreach strategies for your region
- Continue promoting 2020 Census awareness
- Disseminate information on the 2020 Census (e.g. importance of the census, key dates, steps on filling out census form)
- Work in close coordination with the Bureau to open Area Census Offices and establish 2020 Census Community Information and Assistance Centers

2020

- Continue disseminating information on the 2020 Census
- CCCs support the 2020 Census
- Mobilize all partners and stakeholders to help Get Out The Count (GOTC)
- Encourage your communities to self-respond
- Implement specific GOTC activities such as:
 - March 2020 - Amplify the Bureau's 2020 Census advertising campaign, and promote the *iHAGASE CONTAR!* Campaign's GOTC efforts, which will include phone, text, door, and social media canvassing
 - March 23, 2020 - Participate in "National Census Week of Action" activities
 - March 23, 2020 - Organize "Census Week" Regional Community Forums
 - March 29, 2020 - Promote March 29, 2020 as "Census Sunday" and establish Census Community Information and Assistance Centers at churches on this day
- Mid-March - April 1 - Encourage self-responses via internet, phone, or paper form
- **April 1, 2020 - Census Day - Census Day community and media events**
- Late-April - July - Census Bureau follow-up and enumerator visits to nonresponsive households

GET YOUR COMPLETE COUNT COMMITTEE STARTED NOW!

www.NALEO.org/Census2020

CENSUS 101: WHAT YOU NEED TO KNOW

The 2020 Census is closer than you think!
Here's a quick refresher of what it is and why it's essential that everyone is counted.

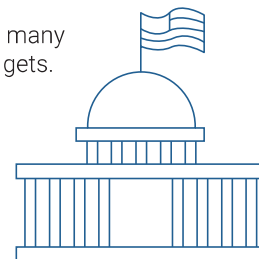
Everyone counts.

The census counts every person living in the U.S. once, only once, and in the right place.



It's about fair representation.

Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.



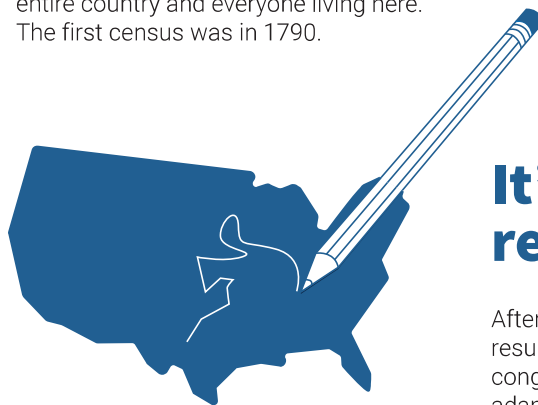
It's in the Constitution.

The U.S. Constitution requires a census every 10 years. The census covers the entire country and everyone living here. The first census was in 1790.

It means \$675 billion.



Census data determine how more than \$675 billion are spent, supporting your state, county and community's vital programs.

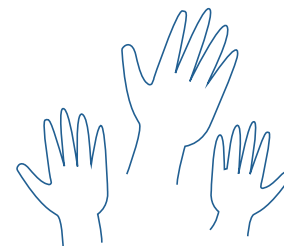


It's about redistricting.

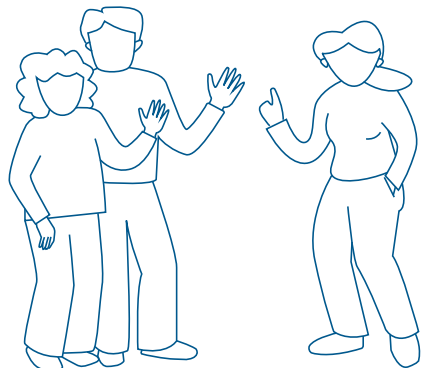
After each census, state officials use the results to redraw the boundaries of their congressional and state legislative districts, adapting to population shifts.

Taking part is your civic duty.

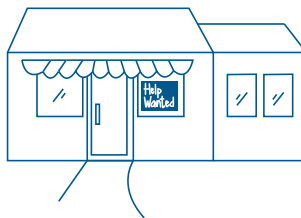
Completing the census is required: it's a way to participate in our democracy and say "I COUNT!"



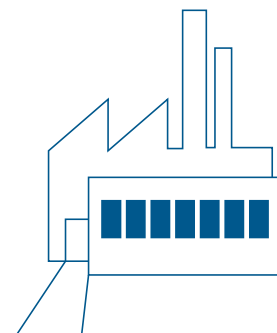
Census data are being used all around you.



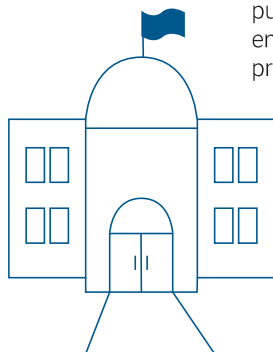
Residents use the census to support community initiatives involving legislation, quality-of-life and consumer advocacy.



Businesses use census data to decide where to build factories, offices and stores, which create jobs.



Local governments use the census for public safety and emergency preparedness.



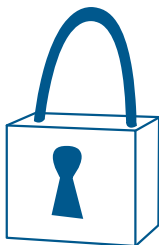
Real estate developers use the census to build new homes and revitalize old neighborhoods.



Your data are confidential.

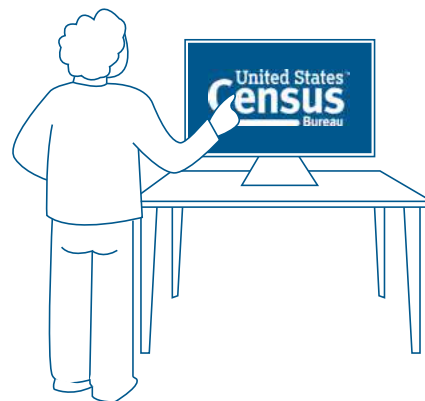
Federal law protects your census responses. Your answers can only be used to produce statistics.

By law we cannot share your information with immigration enforcement agencies, law enforcement agencies, or allow it to be used to determine your eligibility for government benefits.



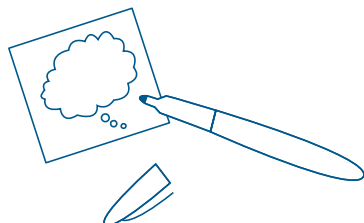
2020 will be easier than ever.

In 2020, you will be able to respond to the census online.



You can help.

You are the expert—we need your ideas on the best way to make sure everyone in your community gets counted.



United States™
Census
Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

FIND OUT HOW TO HELP AT
CENSUS.GOV/PARTNERS

The 2020 Census and Confidentiality

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics—they cannot be used against you in any way. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.

Respond to the 2020 Census to shape the future.

Responding to the census helps communities get the funding they need and helps businesses make data-driven decisions that grow the economy. Census data impact our daily lives, informing important decisions about funding for services and infrastructure in your community, including health care, senior centers, jobs, political representation, roads, schools, and businesses. More than \$675 billion in federal funding flows back to states and local communities each year based on census data.



Your census responses are safe and secure.

The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential. The Census Bureau can only use your answers to produce statistics. In fact, every Census Bureau employee takes an oath to protect your personal information for life. Your answers cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

By law, your responses cannot be used against you.

By law, your census responses cannot be used against you by any government agency or court in any way—not by the Federal Bureau of Investigation (FBI), not by the Central Intelligence Agency (CIA), not by the Department of Homeland Security (DHS), and not by U.S. Immigration and Customs Enforcement (ICE). The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics.



The law is clear—no personal information can be shared.

Under Title 13 of the U.S. Code, the Census Bureau cannot release any identifiable information about individuals, households, or businesses, even to law enforcement agencies.

The law states that the information collected may only be used for statistical purposes and no other purpose.

To support historical research, Title 44 of the U.S. Code allows the National Archives and Records Administration to release census records only after 72 years.

All Census Bureau staff take a lifetime oath to protect your personal information, and any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

There are no exceptions.

The law requires the Census Bureau to keep everyone's information confidential. By law, your responses cannot be used against you by any government agency or court in any way. The Census Bureau will not share an individual's responses with immigration enforcement agencies, law enforcement agencies, or allow that information to be used to determine eligibility for government benefits. Title 13 makes it very clear that the data we collect can only be used for statistical purposes—we cannot allow it to be used for anything else, including law enforcement.

It's your choice: you can respond securely online, by mail, or by phone.

You will have the option of responding online, by mail, or by phone. Households that don't respond in one of these ways will be visited by a census taker to collect the information in person. Regardless of how you respond, your personal information is protected by law.

Your online responses are safe from hacking and other cyberthreats.

The Census Bureau takes strong precautions to keep online responses secure. All data submitted online are encrypted to protect personal privacy, and our cybersecurity program meets the highest and most recent standards for protecting personal information. Once the data are received, they are no longer online. From the moment the Census Bureau collects responses, our focus and legal obligation is to keep them safe.

We are committed to confidentiality.

At the U.S. Census Bureau, we are absolutely committed to keeping your responses confidential. This commitment means it is safe to provide your answers and know that they will only be used to paint a statistical portrait of our nation and communities.

Learn more about the Census Bureau's data protection and privacy program at www.census.gov/privacy.



Laws protecting personal census information have withstood challenges.

In 1982, the U.S. Supreme Court confirmed that even addresses are confidential and cannot be disclosed through legal discovery or the Freedom of Information Act (FOIA). In 2010, the U.S. Justice Department determined that the Patriot Act does not override the law that protects the confidentiality of individual census responses. No court of law can subpoena census responses.

How the 2020 Census will invite everyone to respond

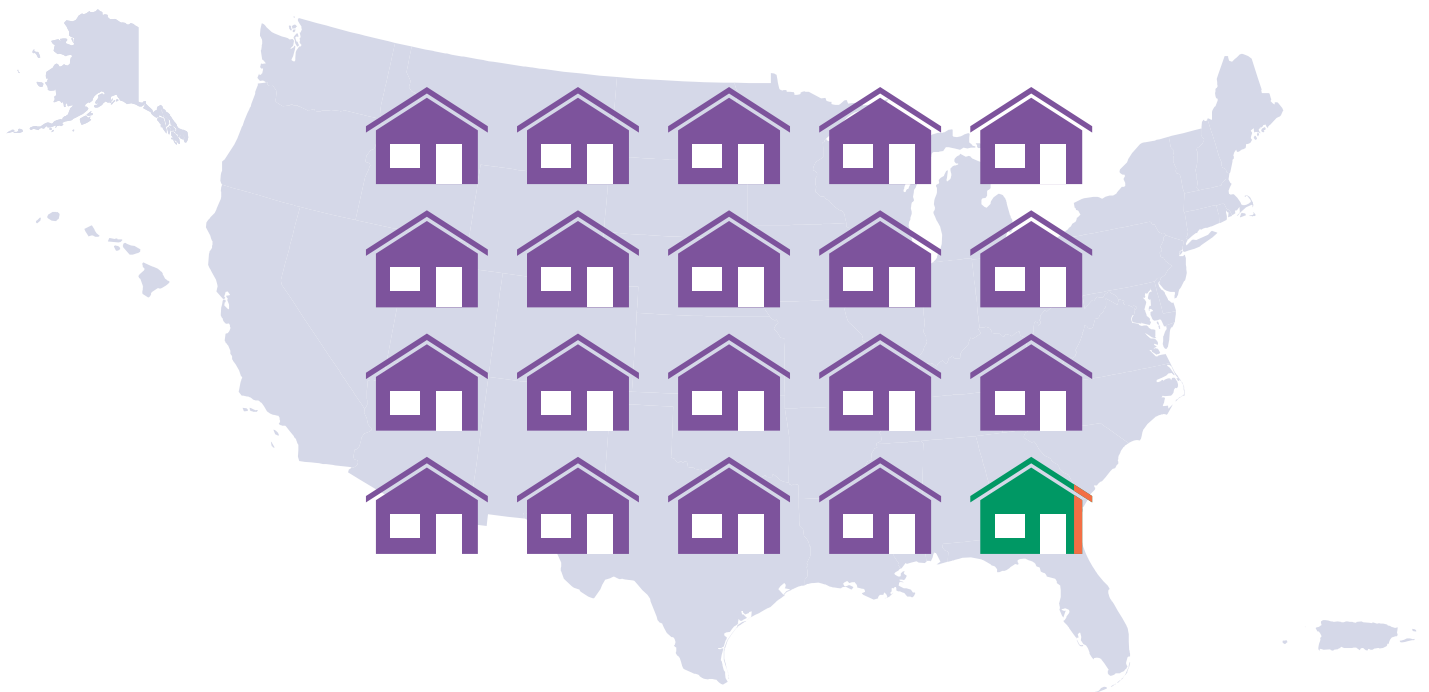


Every household will have the option of responding online, by mail, or by phone.

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.



95% of households will receive their census invitation in the mail.



Almost 5% of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).



Less than 1% of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

Note: We have special procedures to count people who don't live in households, such as students living in university housing or people experiencing homelessness.

How the 2020 Census will invite everyone to respond



What to Expect in the Mail

When it's time to respond, most households will receive an invitation in the mail.

Every household will have the option of responding online, by mail, or by phone.

Depending on how likely your area is to respond online, you'll receive either an invitation encouraging you to respond online or an invitation along with a paper questionnaire.

Letter Invitation

- Most areas of the country are likely to respond online, so most households will receive a letter asking you to go online to complete the census questionnaire.
- We plan on working with the U.S. Postal Service to stagger the delivery of these invitations over several days. This way we can spread out the number of users responding online, and we'll be able to serve you better if you need help over the phone.

Letter Invitation and Paper Questionnaire

- Areas that are less likely to respond online will receive a paper questionnaire along with their invitation. The invitation will also include information about how to respond online or by phone.

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

We understand you might miss our initial letter in the mail.

- Every household that hasn't already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn't matter which initial invitation you get or how you get it—we will follow up in person with all households that don't respond.

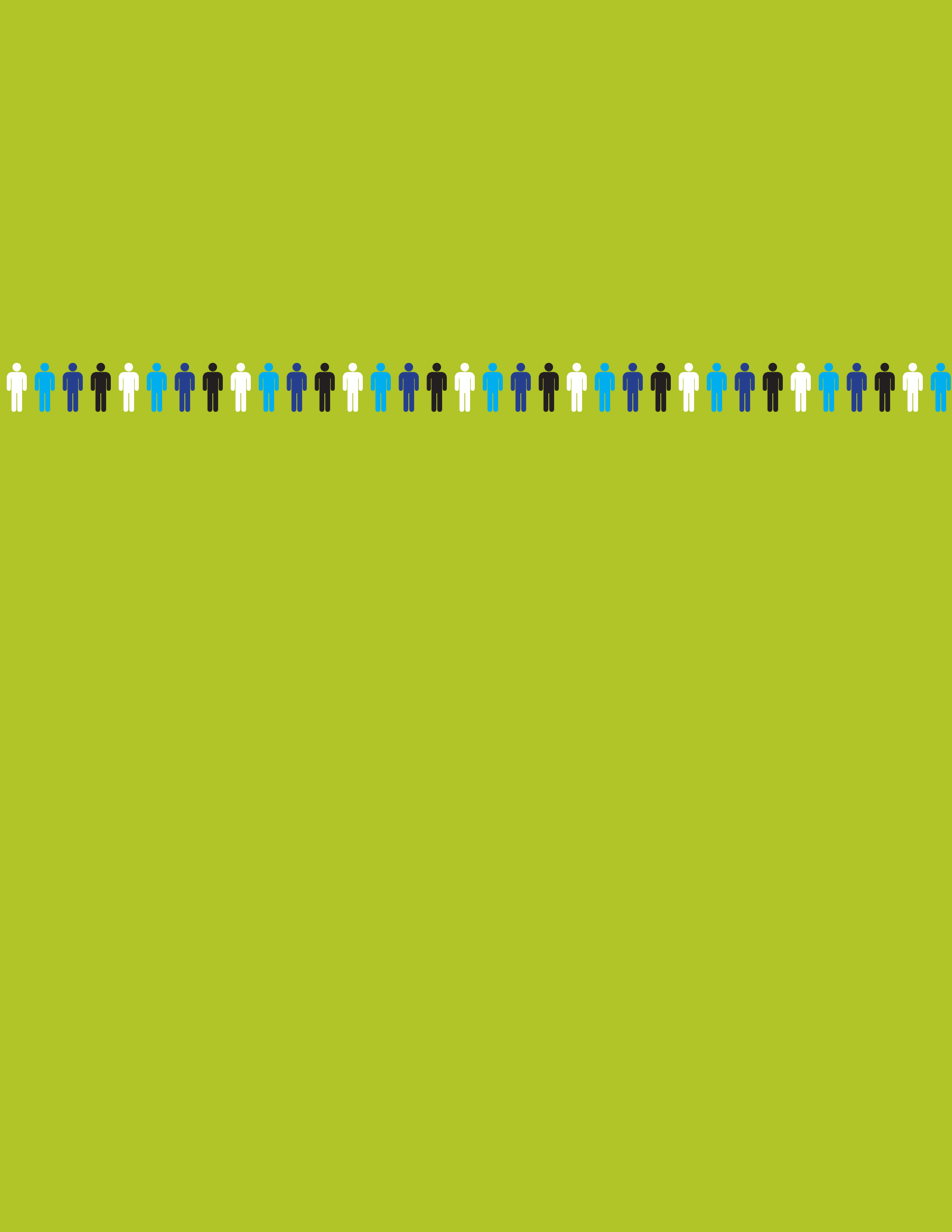
LIBRARIES' GUIDE TO THE 2020 Census



CENTER ON POVERTY and INEQUALITY
GEORGETOWN LAW

ECONOMIC SECURITY and
OPPORTUNITY INITIATIVE

ALA American
Library
Association



Welcome from the American Library Association

Dear colleagues,

As library workers, we know the vital importance of accurate and complete data from the U.S. Census Bureau. The census informs everything from strategic library planning to how we respond to millions of reference questions related to U.S. demographics.

The decennial census also is a cornerstone of our democracy. This count of all U.S. residents is required by the U.S. Constitution to determine representation in Congress and the Electoral College. It is the basis for drawing districts for federal, state, and local offices. And it determines the allocation of hundreds of billions of dollars in federal funding to states and localities (including the grants to states under the Library Services and Technology Act).

Working to ensure a fair, accurate, and inclusive census aligns with our professional values and the needs of the diverse communities we serve—particularly those most in danger of underrepresentation and underfunding. In fact, libraries have long been involved in census work. Library staff have served on local Complete Count Committees, hosted events to support census hiring, and helped to get the word out about the decennial census and why it matters.

We are committed to helping our communities achieve a complete count because libraries serve everyone, and we believe that *everyone counts*.

In early 2020, when people receive materials asking them to complete the census, we know many will have questions, and they will turn to us as one of their most trusted sources of information for answers. The 2020 Census also will be the first one to encourage online response as the primary way to participate—so libraries can connect people who otherwise lack secure and reliable internet access, and make sure that people know that they also can respond by phone or paper questionnaire if they prefer.

For all these reasons, the American Library Association has teamed with the Georgetown Center on Poverty and Inequality (GCPI) to develop this *Libraries' Guide to the 2020 Census* to support your work. We want you to have ready answers to the questions we know are coming. And we will continue to add updated information and resources online at www.ala.org/census.

Thank you for being a part of this critical civic effort!



Loida Garcia-Febo

ALA PRESIDENT, 2018–2019



Wanda Brown

ALA PRESIDENT-ELECT, 2018–2019



The census informs everything from strategic library planning to how we respond to millions of reference questions related to U.S. demographics.

What is the census, and why is it important?



The census, conducted once every 10 years, is the constitutionally-required count of every person living in the United States. It's a huge and complex endeavor, one with an enormous impact on all our communities. The 2020 Census will be the first to urge most households to respond online, but people will also have the option of responding by phone or paper questionnaire.

The decennial census form asks questions about all the people who live and sleep in a household most of the time—including babies and anyone who has no other permanent place to stay and is staying in the household—as of April 1, 2020. The census form should take about 10 minutes to complete, depending on the number of people in the household.

Census data are used to make decisions about how and where to spend more than \$800 billion each year for programs and services that communities rely on.¹ Census data also drive federal funding allocations for libraries, including grants to states under the Library Services and Technology Act. The census population count is used to determine representation in Congress (known as reapportionment) and the Electoral College. Simply put, communities that are undercounted are disadvantaged economically and politically.

Communities also use census data for planning purposes. For example, local school districts may not be able to plan effectively for changing needs if large numbers of young children are not counted, as has been the case in previous censuses. Census data help local leaders make planning decisions about where libraries should be located, whether they should expand, and what kinds of services should be offered based on the characteristics of the community.

We only have one shot every 10 years to get the census right. If we don't, undercounted groups won't get the appropriate level of funding for programs needed in their neighborhoods, and local leaders and officials won't have the reliable information they need to make decisions.

Libraries are uniquely positioned to help ensure that communities across the country are accurately counted. Our institutions are trusted and welcoming hubs of public life, and librarians are respected members of their communities. We can play an important role in outreach to groups often missed by the census—like people experiencing homelessness, young people and children, people of color, people with low incomes, recent immigrants, and those who live in rural or remote areas. Libraries are great places for people to fill out the census form online—especially those who lack internet access at home or on their phones—and get accurate information about the census.

We only have one shot every 10 years to get the census right. If we don't, undercounted groups won't get the appropriate level of funding for programs needed in their neighborhoods, and local leaders and officials won't have the reliable information they need to make decisions.

2020 Census: The basics

The United States Constitution requires a count every 10 years of every person who is residing in the U.S., regardless of immigration status or citizenship. The Census Bureau's goal for the 2020 Census is to "count everyone once, only once, and in the right place." Here are the basic steps in the process:



STEP 1 Update the address list

The Census Bureau maintains a list of every housing unit in the United States. A housing unit is a house, apartment, condominium, trailer, or other place where people might live. The Census Bureau started updating its list for the 2020 Census in 2015, adding new houses and apartment buildings that have been built and removing houses and apartment buildings that were demolished or converted to non-residential uses since the 2010 Census.

United States®
**Census
2020**

The 2020 Census logo
will be on all official
communications.



STEP 2 Solicit responses

Beginning March 12, 2020, the Census Bureau will mail census materials to 95% of homes. (To understand how the other 5% of households are counted, see the later section about rural and remote areas.) Eighty percent (80%) of those homes will receive a letter inviting them to respond to the census online using a unique code. The other 20% (where internet access may be limited) will receive the same letter plus a paper questionnaire. All households also will receive information about how to answer the census by telephone. April 1 is Census Day, although most households will receive their materials before then and may respond prior to that date.



STEP 3 Collect responses

Respondents will submit one census form listing everyone who lives in their household. Respondents may complete the questionnaire for their household online, by using a paper questionnaire, or by phone (by calling Census Questionnaire Assistance, which will be available from mid-January to early September 2020). Some households without traditional mailing addresses will be counted by Census Bureau employees in person.



STEP 4 Follow up

Households will receive several reminder letters from the Census Bureau if they do not self-respond. The final mailed reminder will include a paper questionnaire. If a household does not complete the questionnaire after receiving mailed reminders, beginning in May 2020 they may receive a phone call or an in-person visit from a Census Bureau employee. Households can continue to self-respond online, using a paper questionnaire, or by phone during the follow up period.



STEP 5 Analyze and disseminate

The Census Bureau will release population totals and other publicly-available data beginning in early 2021.



How will the **online response option** work?

Almost all households will receive an invitation letter in the mail with instructions for responding to the census online. The invitation will include a unique identification code called a Census ID or User ID.

Using the Census ID helps the Bureau keep track of responses and prevent duplication.

However, the Census ID is not required in order to respond online or by telephone. If respondents don't have their Census ID handy, they can use their address instead.

The online questionnaire will be available in 13 languages (Arabic, Chinese [Simplified], English, French, Haitian Creole, Japanese, Korean, Polish, Portuguese, Russian, Spanish, Tagalog, and Vietnamese). If respondents have questions about the online form, they can contact Census Questionnaire Assistance for support in the same 13 languages. Respondents can also complete the questionnaire over the phone when they call.



If respondents don't have their Census ID handy, they can use their address instead.



Will all households receive census materials through the mail? **What about people who don't live in a household?**

Some households will not receive census materials through the mail. And people living in group facilities, or whose home is transitory, are counted through different methods. The additional census methods and operations are described below. Anyone who is not sure how they will be counted will be able to call Census Questionnaire Assistance for more information.

Group Quarters (e.g., College Dorms, Military Bases, Prisons)

The Census Bureau uses a different method to count people in group living situations, called "group quarters," such as college student housing, prisons, military barracks, and nursing homes. In some of those cases, the facility administrator will work with local 2020 Census office staff to collect the information for the people residing there; those individuals will not respond directly to the Census Bureau.

Remote and Rural Areas

Some rural and all remote areas, such as those without reliable mail delivery or traditional mailing addresses, as well as communities recovering from natural disasters such as hurricanes, tornadoes, and flooding, will not receive a mailed invitation from the Census Bureau. Instead, census workers will hand-deliver materials as they update the address list, or count households in person as they go door-to-door.

- ➔ For more information, see: [**Counting Rural America: A Guide to 2020 Census Operations.**](#)²
- ➔ To find out how your community will be counted, see the [**2020 Type of Enumeration Area Viewer.**](#)³

People Experiencing Homelessness

The Census Bureau will count people experiencing homelessness (and who are not part of a household) at the places where they receive services, such as shelters and soup kitchens. (This operation is called Service-Based Enumeration.) The Census Bureau will also conduct a count of people sleeping outdoors. In addition, the Bureau will count people staying in transitory locations such as motels, campgrounds, and migrant farm-worker camps, through the Enumeration of Transitory Locations operation. However, people who are staying in the home of a friend or family member as of Census Day should be counted on the questionnaire for that household if the person does not have a usual home elsewhere.

→ For more information, see: [Counting People Experiencing Homelessness: A Guide to 2020 Census Operations](#).⁴

Timeline of Key Census Activities

January 2020	Census Questionnaire Assistance will be available to answer general questions about the census from mid-January through early September 2020. However, the self-response period for the telephone option will run from mid-March through the end of July.
February 2020	The Census Bureau will contact administrators of group quarters (military barracks, college dorms, prisons, and skilled nursing homes, among others) in advance of the enumeration of these locations, which will occur in April.
March 12, 2020	The internet self-response period will start as households begin to receive invitations to respond, either through the mail or hand-delivered to households in many rural and remote areas. Households may continue to self-respond through July 31.
March 30, 2020	Service-Based Enumeration (SBE) will begin. This three-day/night enumeration occurs at shelters, locations that provide services for people experiencing homelessness, and targeted outdoor locations where people experiencing homelessness sleep.
April 1, 2020	Census Day! Respondents do not have to wait until April 1 to respond but should include everyone who will be a “usual resident” on April 1. If people aren’t sure, they can wait until April 1 to respond.
April 2020	Group quarters will be counted during April.
May 13, 2020	Nonresponse Follow-up (NRFU) will begin. During NRFU, the Census Bureau will follow up with households that did not self-respond to the census by sending reminders and/or visiting in person. NRFU will continue through July. (In communities with large numbers of off-campus college students, NRFU will begin on April 9, to reach students before the academic term ends.)

→ For more information, see: this [detailed timeline of census milestones](#).⁵

What is new and different about the 2020 Census?

Online Self-Response

For the first time, the Census Bureau will promote online response as the preferred method.⁶ The Census Bureau's mailing will include an ID code for the householder (that is, the person responding for each household) to enter when they respond online in order to identify their address. However, if respondents don't have an ID code, they can enter their home address instead.⁷

For many people, the online response option will make it easier and more convenient to respond. However, other people may prefer not to respond online, such as those with limited internet proficiency or who lack reliable internet access. If people have trouble with the online system or don't want to respond online, they can call Census Questionnaire Assistance for help or to respond by phone, also using the same unique ID number or giving their home address in the absence of one.

Household Relationship Question

For the first time, the 2020 Census offers a way for the person filling out the form to indicate a same-sex relationship with another household member.⁸ This change (see Figure 1) is expected to improve national statistics on same-sex couples.

Citizenship Question

The Secretary of Commerce directed the Census Bureau in March 2018 to include a citizenship question on the 2020 Census (see Figure 2). However, three federal district courts ruled against the inclusion of the question in early 2019 in court cases challenging the legality and constitutionality of adding it.⁹ The government has appealed those decisions to the U.S. Supreme Court, which is expected to issue a ruling in June 2019.¹⁰ Until the Supreme Court rules, it is uncertain whether or not a citizenship question will be included in the 2020 Census.

Advocates, including ALA, have expressed concern about the addition of the question to the 2020 Census.¹¹ "Adding a citizenship question to the 2020 Census would suppress Census response, distorting the statistics and making them less informative," said ALA President Loida Garcia-Febo in August 2018. ALA also joined other national organizations in an amicus brief to the Supreme Court opposing the additional question.¹²

Whether or not the question is ultimately included in the 2020 Census, it is important to know that Title 13 of the U.S. Code protects the confidentiality of personally

How is this person related to Person 1? Mark ☒ ONE box.

<input type="checkbox"/> Opposite-sex husband/wife/spouse	<input type="checkbox"/> Father or mother
<input type="checkbox"/> Opposite-sex unmarried partner	<input type="checkbox"/> Grandchild
<input type="checkbox"/> Same-sex husband/wife/spouse	<input type="checkbox"/> Parent-in-law
<input type="checkbox"/> Same-sex unmarried partner	<input type="checkbox"/> Son-in-law or daughter-in-law
<input type="checkbox"/> Biological son or daughter	<input type="checkbox"/> Other relative
<input type="checkbox"/> Adopted son or daughter	<input type="checkbox"/> Roommate or housemate
<input type="checkbox"/> Stepson or stepdaughter	<input type="checkbox"/> Foster child
<input type="checkbox"/> Brother or sister	<input type="checkbox"/> Other nonrelative

Figure 1. The 2020 Census Will Ask About Same-Sex Relationships

SOURCE: U.S. CENSUS BUREAU

Is this person a citizen of the United States?


<input type="checkbox"/> Yes, born in the United States
<input type="checkbox"/> Yes, born in Puerto Rico, Guam, the U.S. Virgin Islands, or Northern Marianas
<input type="checkbox"/> Yes, born abroad of U.S. citizen parent or parents
<input type="checkbox"/> Yes, U.S. citizen by naturalization – Print year of naturalization 
<input type="text"/>
<input type="checkbox"/> No, not a U.S. citizen

Figure 2. The 2020 Census Might Ask about Citizenship

SOURCE: U.S. CENSUS BUREAU

identifiable information collected on the census, including any information about citizenship status.¹³ The law prohibits the Census Bureau from sharing personal census responses with any other government agency (at any level), court of law (including administrative courts), or private entity, for any purpose, including law enforcement.¹⁴ As an added protection, individuals' personal census information may not be used to harm them or their families in any way.

Who is at risk of being undercounted in 2020?

Historically, certain groups of people have been undercounted disproportionately by the decennial census. These groups are considered hard-to-count because the Census Bureau finds them challenging to interview, locate, contact, or persuade.¹⁵ Traditionally undercounted populations include young children, American Indians and Alaska Natives, people experiencing homelessness, and people of color, among others.¹⁶ The undercounting of these groups can undermine their political power and reduce access to crucial public and private resources in the communities where they live.¹⁷

Young Children

Young children (ages 0–5) are considered hard-to-count. In particular, young Black and Hispanic children were overlooked at roughly twice the rate as young, non-Hispanic White children in the 2010 Census.¹⁸ Young children are undercounted, in part, because millions of them live in the types of households, families, and neighborhoods that are the most difficult to enumerate. Additionally, families are often unsure whether to include young children on their census forms.¹⁹ Special attention is needed to reach these households and make sure they report all children, including babies, on their 2020 Census questionnaire.

Children are included in the population totals used for congressional reapportionment and the drawing of legislative district boundaries. When children are undercounted, political boundaries do not accurately reflect the entire population, and young children's needs may not be appropriately represented or prioritized. Every year, more than \$800 billion in federal funds are allocated to states and localities based on census data. Many programs whose funding is based in whole or in part on census counts directly impact young children's lives, including Head Start, Medicaid, and the Supplemental Nutrition Assistance Program (SNAP).

→ For more information, see this [fact sheet on the young child undercount](#).²⁰

Other Hard-to-Count Groups

The Census Bureau recognizes a variety of groups as hard to count:

- + Complex households, including those with blended families, multi-generations or non-relatives
- + Cultural and linguistic minorities, and people who do not speak English fluently
- + Displaced people affected by a disaster
- + People who are lesbian, gay, bisexual, transgender, queer and/or questioning
- + People with low incomes



99% of hard-to-count census tracts have a public library located within five miles.²¹

- + People experiencing homelessness
- + People less likely to use the internet and others without internet access
- + People who have distrust in the government
- + People with disabilities
- + People without a high school diploma
- + Racial and ethnic minorities
- + Renters
- + People who are undocumented immigrants or recent immigrants
- + Young children
- + Young, mobile people²²



**Young children
(ages 0–5)
are considered
hard-to-count.**

For more information on hard-to-count groups, see the following fact sheets:

- + **Will Your Kids Count? Young Children and Their Families in the 2020 Census²³**
- + **Latinos in the 2020 Census²⁴**
- + **Asian Americans and Native Hawaiians and Pacific Islanders (NHPs) in the 2020 Census²⁵**
- + **African Americans in the 2020 Census²⁶**
- + **American Indians and Alaska Natives²⁷**
- + **Middle Eastern and North African Americans (MENA) in the 2020 Census²⁸**
- + **People Experiencing Homelessness in the 2020 Census²⁹**
- + **Households with Low Incomes in the 2020 Census³⁰**
- + **Renters in the 2020 Census³¹**

Census Bureau Efforts to Count Hard-To-Count Communities

The Census Form

- + The online 2020 Census questionnaire will be available in 13 languages (Arabic, Chinese [Simplified], English, French, Haitian Creole, Japanese, Korean, Polish, Portuguese, Russian, Spanish, Tagalog, and Vietnamese).³²
- + Census Questionnaire Assistance will be available in the same languages, as well as Cantonese and Mandarin. People will also be able to use their Telecommunications Device for the Deaf (TDD) when calling.
- + Paper questionnaires will be available in English and bilingual English-Spanish only. (The exception is in Puerto Rico, where there will be Spanish-only forms.)
- + The 2020 Census form will allow people to self-identify their race and ethnicity through a combination of checkboxes with specific nationalities and write-in spaces to report any other national origins or subgroups.³³
- + For the first time, the 2020 Census will enable a head of household to report a same-sex relationship with another household member.³⁴
- + Instructions will encourage respondents to include all children in their household on the census form.³⁵



**The online
2020 Census
questionnaire
will be available in
13 languages.**

Support and Outreach Strategies

- ✦ The Census Bureau will provide guides to completing the census in 59 non-English languages, including American Sign Language, in video and/or print. Guides will also be available in Braille and large print.³⁶
- ✦ The Census Bureau plans to recruit employees who are familiar with the neighborhoods they will be assigned to count and who reflect the diversity of those communities.³⁷
- ✦ The bureau will work with community partners (such as libraries) who are “trusted voices,” to increase census awareness and participation.³⁸
- ✦ The bureau will open Area Census Offices across the country, based largely on where hard-to-count communities are located.³⁹



The Census Bureau plans to recruit employees who are familiar with the neighborhoods they will be assigned to count and who reflect the diversity of those communities.

What can libraries do and how can libraries prepare?

Participate in Complete Count Committees

Complete Count Committees⁴⁰ (CCCs) are volunteer committees established by tribal, state, and local governments and community leaders to increase awareness and encourage residents to respond to the 2020 Census. CCCs integrate different representatives of the community who have first-hand knowledge of local needs and have direct contact with hard-to-count populations. Libraries can reach out to their regional Census Bureau office (see page 13) to get more information on CCCs in their area and partner with CCCs to plan events and coordinate outreach efforts. Many library leaders, like Montana State Librarian Jennie Stapp, have been appointed or asked to join CCCs and are playing key roles in their cities, counties and states.⁴¹

Prepare for increased use of library computers and the internet

Millions of Americans do not have broadband internet service at home. Lacking reliable access to internet can create a barrier to applying online for census jobs, completing online training for these jobs, and completing the online census form. Because libraries provide reliable internet access, they will play an important role in supporting a complete count in the 2020 Census. Library workers can prepare for an uptick in need for these resources by considering how to speed up technology access for non-library card holders and how to handle peak demand—perhaps by designating one or more computers or mobile devices for “express” use or temporarily dedicating a device specifically for census response.



Millions of Americans do not have broadband internet service at home.

Help community members apply for census jobs

The Census Bureau will hire about 500,000 temporary workers, including census takers, recruiting assistants, office staff, and supervisory staff. Job opportunities are spread across the country and offer good pay, flexible hours (for many positions), and paid training. Libraries can host hiring workshops with the Census Bureau or other community partners to prepare potential applicants, promote awareness of census hiring through library social media, and share information about census hiring through its other workforce activities, including training to help people search and apply for jobs online. To be eligible, candidates must be at least 18 years old, have a valid Social Security Number, and be a U.S. citizen. For more information, visit the [2020 Census Jobs⁴²](#) page.

Fight misinformation, disinformation, and scams

We expect that many people will have questions and concerns about the 2020 Census. As a trusted source of information in our communities, library staff are well-positioned to make sure people receive accurate information. Be wary of “fake news” that appears to drum up fear, opposition, or even apathy.

Librarians can also help members of their communities recognize and avoid spam and phishing attempts online that may try to collect personal information for nefarious purposes.⁴³ Share [safety tips⁴⁴](#) from the Census Bureau where appropriate.

The Census Bureau will *not* email or text people, and it will *not* ask for a bank or credit card number, Social Security Number, or payment or donation. If a person is unsure about the authenticity of someone purporting to be an official Census Bureau employee, or if they suspect fraud, they can call the Regional Office for their state. (Phone numbers for the Regional Offices can be found on page 13.)



Unfortunately, some scammers may attempt to exploit public trust by pretending to be the Census Bureau.

→ For more information, see: [Avoiding 2020 Census Fraud and Scams.⁴⁵](#)

Provide information about participation in the 2020 Census—particularly among hard-to-count populations

Utilizing the library space for events, workshops, and after-school programming is a great way to increase awareness about the upcoming census. The more people know about the census, how the data are used, and how it impacts them and their communities, the more likely they are to participate.

- + School librarians are particularly well-placed to talk with parents about counting all of the children in their households and for collaborating with other educators to use the [Statistics in Schools⁴⁶](#) resources.
- + Academic librarians can raise awareness and encourage census response among students—particularly those living off-campus—who are considered particularly hard to count. The 2020 Census also is an employment opportunity for students.⁴⁷
- + Libraries of all types can host census staff, government officials, and local partners in community forums to answer questions and increase visibility for complete count activities.

ALA will continue to collect and develop resources to support libraries in these efforts at www.ala.org/census.

Frequently Asked Questions

When does the 2020 Census start?

The enumeration starts in remote Alaska on January 21, 2020, but most households will receive their census materials by U.S. mail or hand-delivery starting in mid-March. The online and telephone response options will be available starting on March 12, 2020.

How long does it take to fill out the form?

The Census Bureau estimates that it will take about 10 minutes to complete the census questionnaire, depending on the number of people in the household.

Do people have to respond online?

No, households have the option to respond to the census questionnaire in one of three ways: online, by telephone, or using a paper questionnaire.

In what languages will the online form be available?

The online form will be available in English and 12 non-English languages: Arabic, Chinese [Simplified], French, Haitian Creole, Japanese, Korean, Polish, Portuguese, Russian, Spanish, Tagalog, and Vietnamese.

In what languages will the paper form be available?

The paper form will be available in English and bilingual English-Spanish. Spanish-only forms will be available in Puerto Rico.

In what languages will telephone assistance be available?

Census Questionnaire Assistance will be available in English and the same 12 non-English languages referenced above, with Mandarin and Cantonese. People will also be able to use their Telecommunications Device for the Deaf (TDD) when calling.

What if I need some other language?

The Census Bureau will provide language guides in 59 non-English languages:

Albanian	Burmese	Gujarati	Indonesia	Navajo	Slovak	
American Sign Language	Chinese	Greek	Italian	Nepali	Somali	
Amharic	Creole	Haitian	Japanese	Polish	Spanish	
Arabic	Croatian	Hebrew	Khmer	Portuguese	Swahili	
Armenian	Czech	Hindi	Korean	Punjabi	Tagalog	
Bengali	Dutch	Hmong	Lao	Romanian	Tamil	
Bosnian	Farsi	Hungarian	Lithuanian	Russian	Telugu	
Bulgarian	French	Igbo	Malayalam	Serbian	Thai	
	German	Ilocano	Marathi	Sinhala	Tigrinya	
					Yoruba	

The language guides cannot be used to respond to the census, but can help respondents fill out the actual form in English.

In what ways will responding to the census be accessible?

Language guides will be available in American Sign Language, Braille, and large print. Census Questionnaire Assistance will also be available to callers using a Telecommunications Device for the Deaf (TDD).

Can people respond on a smartphone or tablet?

Yes, the online form will be optimized to allow people to respond on a smartphone or tablet.

Can people respond if they have misplaced or never received the unique ID mailed or hand-delivered to their address?

Yes, people can respond online or by telephone using an option called Non-ID Response, which allows them to complete their census forms without the unique ID, as long as they provide a valid home address.

Is the online system secure?

Yes, the Census Bureau has taken significant steps to protect online responses. All information entered online is encrypted as soon as the respondent hits “submit.”

Will there be a problem if multiple people respond online from the same location or IP address?

The Census Bureau will only restrict IP addresses as a security precaution. For example, they may block an IP address if its activity appears to pose a security threat. They are anticipating and planning for multiple responses from computers in places like libraries, or generated through other outreach activities, such as block parties.



Can census responses be shared with law enforcement or other government agencies?

No, Title 13 of the U.S. Code protects the confidentiality of personally identifiable information provided in census responses, including citizenship status. Federal law prohibits the Census Bureau from sharing personally identifiable information with other government agencies. Census staff take a lifetime oath to protect census responses, with severe penalties for violations. The law prohibits personally identifiable information collected by the Census Bureau from being used against respondents by any government agency or court.

What should people do if they have a question or problem?

People can call Census Questionnaire Assistance toll-free for answers to questions or to provide their household responses by phone. The phone number will be available in early 2020.

What happens if a person misses a question?

The Census Bureau strongly encourages respondents to answer every question for every person in the household, but will allow submission of incomplete questionnaires. Bureau staff may follow up on incomplete submissions.

How do I identify an official census worker in person or over the phone?

Census workers must present an ID badge that includes their photo, the U.S. Department of Commerce watermark, and an expiration date. For more information, see these additional [tips from the Census Bureau for identifying census workers](#).⁴⁸ To verify, people can also contact Census Questionnaire Assistance, enter the name into the [Census Bureau Staff Search](#),⁴⁹ or contact the [Regional Office](#)⁵⁰ for their state.

How can my library get 2020 Census materials (e.g. posters, pens, bookmarks)?

Census Bureau Partnership Specialists can provide 2020 Census materials. Staff can be reached at census.partners@census.gov. The Bureau also offers downloadable materials at www.census.gov/partners/2020-materials.html.

How can I invite the Census Bureau to give a presentation at my library?

Contact your Census Bureau Regional Office (see next page).

Atlanta Regional Office

Serving Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, and South Carolina

(404) 730-3832 or 1-800-424-6974

TDD: (404) 730-3963

E-mail: Atlanta.Regional.Office@census.gov

Chicago Regional Office

Serving Arkansas, Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, and Wisconsin

(630) 288-9200 or 1-800-865-6384

TDD: (708) 562-1791

E-mail: Chicago.Regional.Office@census.gov

Denver Regional Office

Serving Arizona, Colorado, Kansas, Montana, Nebraska, New Mexico, North Dakota, Oklahoma, South Dakota, Texas, Utah, Wyoming

(720) 962-3700 or 1-800-852-6159

TDD: (303) 969-6767

E-mail: Denver.Regional.Office@census.gov

Los Angeles Regional Office

Serving Alaska, California, Hawaii, Idaho, Nevada, Oregon, and Washington

(818) 267-1700 or 1-800-992-3530

TDD: (818) 904-6249

E-mail: Los.Angeles.Regional.Office@census.gov

New York Regional Office

Serving Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Puerto Rico, Rhode Island, and Vermont

(212) 584-3400 or 1-800-991-2520

TDD: (212) 478-4793

E-mail: New.York.Regional.Office@census.gov

Philadelphia Regional Office

Serving Delaware, District of Columbia, Kentucky, Maryland, Ohio, Pennsylvania, Tennessee, Virginia, and West Virginia

(215) 717-1800 or 1-800-262-4236

TDD: (215) 717-0894

E-mail: Philadelphia.Regional.Office@census.gov

Census Bureau

- + [2020 Census page](#)⁵¹

American Library Association

- + [ALA 2020 census page](#)⁵²
- + [Libraries and the 2020 Census: Vital Partners for a Complete Count](#)⁵³

Georgetown Center on Poverty and Inequality (GCPI)

- + [GCPI census page](#)⁵⁴
- + Other relevant publications
 - + [Why a Fair and Accurate Census Matters to Thriving Private and Public Sectors](#)⁵⁵
 - + [Why the Census Matters for Rural America: Defining, Understanding, and Investing in Rural Communities](#)⁵⁶
 - + [Counting Everyone in the Digital Age: The Implications of Technology Use in the 2020 Decennial Census for the Count of Disadvantaged Groups](#)⁵⁷



Other Resources

- + [CensusCounts.org](#)⁵⁸
- + [Map of Closest Library in Hard to Count \(HTC\) Communities](#)⁵⁹ (click on map overlays)



FROM LEFT: ALA President Loida Garcia-Febo; Chickasaw Nation Governor Bill Anoatubby; and Annie E. Casey Foundation President and CEO Lisa Hamilton at the 2019 Census Day press conference at the National Press Club in Washington, D.C.

Endnotes

1. <https://gwipp.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/GWIPP%20Reamer%20Fiscal%20Impacts%20of%20Census%20Undercount%20on%20FMAP-based%20Programs%2003-19-18.pdf>
2. <http://www.georgetownpoverty.org/wp-content/uploads/2018/10/GCPI-ESOI-Counting-Rural-America-20181010.pdf>
3. <https://www.census.gov/newsroom/press-releases/2019/tea-viewer.html>
4. <http://www.georgetownpoverty.org/wp-content/uploads/2018/09/GCPI-ESOI-Counting-People-Experiencing-Homelessness-20180904.pdf>
5. <https://funderscommittee.us8.list-manage.com/track/click?u=8dbe09e1d7a4c411edca0e5d8&id=69c6c7bd-8c&e=53ac83e9e5>
6. http://www.georgetownpoverty.org/wp-content/uploads/2017/10/LCEF_2020_Census_Poll_Report-Final-002.pdf
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11. <https://americanlibrariesmagazine.org/blogs/the-scoop/ala-urges-commerce-reject-2020-census-citizenship-question/>
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13. <https://www.law.cornell.edu/uscode/text/13>
14. <https://2020census.gov/en/data-protection.html>
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Acknowledgments

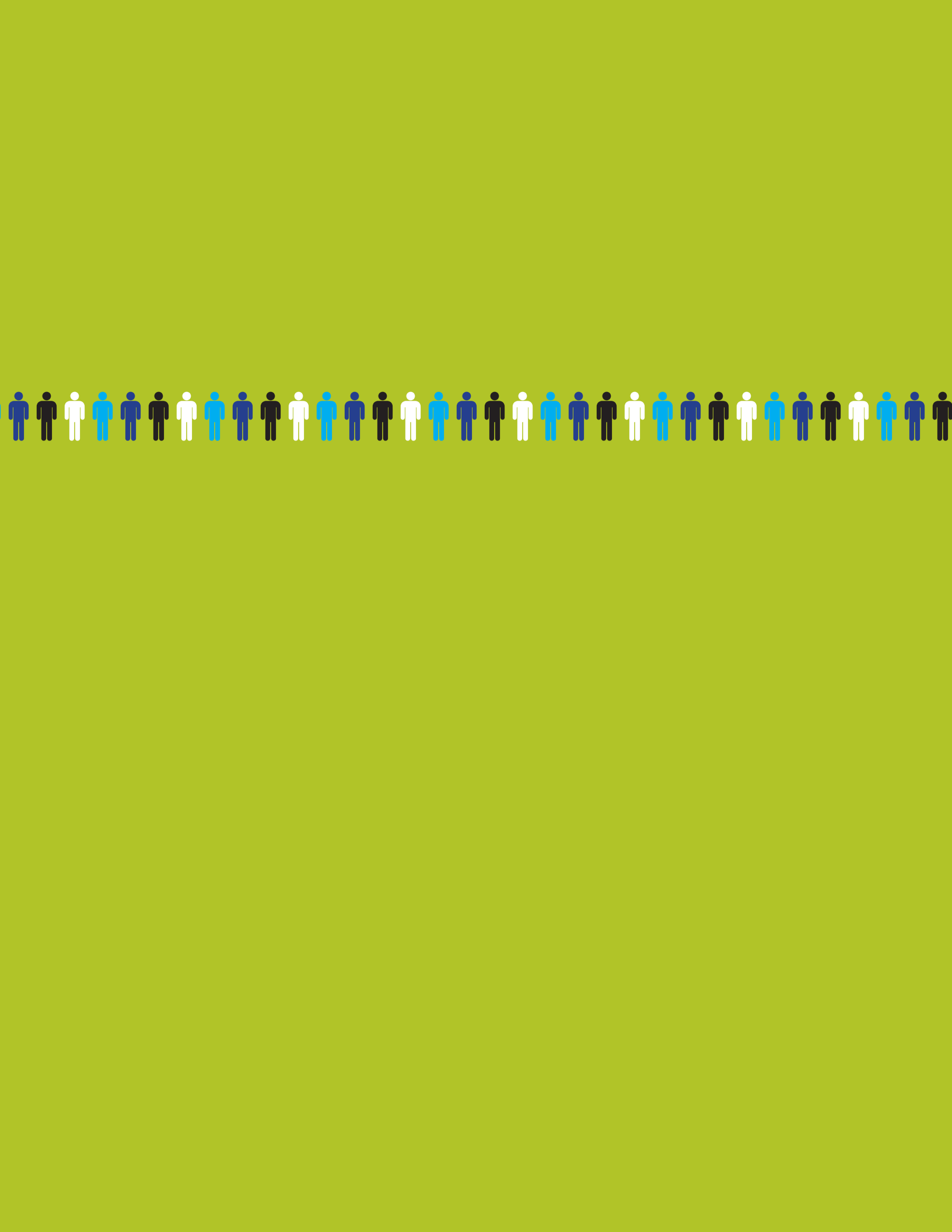
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